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# San Francisco Bay Region Chapter



**BULLETIN**

July/August 1995 Volume 66, Number 1

## President's Message

By Diane Rosenberger

Just a few days ago—at least as I write this—I was crossing the Golden Gate Bridge at dawn on the way to the airport and the Special Libraries Association Annual Conference in Montreal. It was the beginning of two new adventures—my first “away” SLA conference in a number of years and my first days as San Francisco Bay Region Chapter President.

The Conference program included lots of informative and provocative sessions. I must have accumulated at least 100 WWW addresses to try. (Will our Chapter be able to create a home page this year? Any volunteers?) In addition, the chance to meet new people and renew acquaintances with others couldn't be beat.

June is a great time to visit Montreal. After some rain during the first few days, the weather was sunny and warm. People were out and about until late at night. Too bad so much of my time was spent dutifully at lots of conference-related activities; I would like to return to Montreal as a tourist someday.

Putting on the hat of Chapter President seems a bit daunting, but I have already received much help and support. A truly amazing number of people said “yes” when I asked them to fill about thirty slots on the Advisory Council. I thank them all in advance. I also thank in advance the management and staff at the Federal Reserve Bank for their tolerance during the times when I will be unable to focus entirely on FRB matters. And, of course, special thanks go to my friends and relatives at home who will be putting up with me.

All in all, I view the past year as President-Elect, and the year to come, as a wonderful opportunity for personal growth. So here's my pitch: you can do it too! Committees are still in their formative stages. If you have any time at all to spare, we can probably find a position for you. Look over the Executive Board/Advisory Council list at the front of this *Bulletin* and, if any committees interest you, contact the committee chair or me. We have an exciting year ahead of us and welcome all who wish to participate. ■

## Inside...

- The Chapter honored **Angela Brunton** with the 1995 Chapter Professional Achievement Award. Read **Beth Edelstein's** tribute to Angie on **page 5**.
- **Rita Evans** shares the humorous trials and professional highlights of her trip to the **SLA Annual Conference** in Montreal, beginning on **page 13**.
- Should we mid-career professionals suffer angst about being **educated in the “B.F.” era** (before fax)? **Terry Dean** doesn't think so in Soapbox, **page 11**.

**BULLETIN**

VOL. 66 1995/1996

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## San Francisco Bay Region Chapter BULLETIN

Jeanne Fong, Editor  
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The San Francisco Bay Region Chapter Bulletin is published bi-monthly July through May. Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement of the product by Special Libraries Association.

## FROM THE EDITOR'S DESKTOP

By Jeanne Fong

Welcome to the first *Bulletin* issue of our Chapter's 70th year, and to my very first *Bulletin* as new Editor. I want first to express the Chapter's appreciation to outgoing Editor, Rita Evans, and all who assisted her in producing the *Bulletin* over the past three years. Rita has graciously offered this year to help the new Editor recruit guest authors for feature articles. This year's *Bulletin* Committee also includes Susan Brown (New Members), Terry Dean (Soapbox Coordinator), and Kelly Ward and MaryAnn Whitney, who will be helping me with final editing and proofreading. Other regular contributors include Marie McKenzie, Assistant Director-Program, who is in charge of the Calendar, and Barbara Glendenning, Advertising Chair. Judy Gerstle is returning as Mail Chair. I have an opening for anyone who would like to be responsible for Kaleidoscope: if you are interested, please give me a call or email.

You'll find in this issue Beth Edelstein's tribute to Angela Brunton, this year's recipient of the Chapter's Professional Achievement Award. Rita Evans and Terry Dean have contributed amusing and insightful articles about their experiences at the SLA Annual Conference in Montreal. The Directory Committee is preparing the 1995 Chapter Directory; please see Debbie Jan's report to learn what you can do to make sure that you are listed accurately.

Have you been harboring suggestions for improving the *Bulletin* but have never before shared them? Are there ideas for articles percolating in your brain? Would you be interested in a new column where members could relate their Internet discoveries, e.g., a particularly good WWW site or Internet reference experience worth sharing with others?

Answers to these questions and any questions you have about the *Bulletin* may be directed to me or a member of the *Bulletin* Committee.

### BULLETIN Copy Deadlines:

September/October issue	August 1
November/December issue	October 2
January/February issue	November 22
March/April issue	February 1
May/June issue	April 15

Submit *Bulletin* copy on email, or disk with accompanying print-out. Keep formatting and fonts as simple as possible and avoid tabs. I work from Word for Windows on PC, but can also use files in Word for Mac or PC, Word Perfect, and ASCII. Send to: Jeanne Fong, *Bulletin* Editor, Kresge Engineering Library, 110 Bechtle Engineering Center, University of California, Berkeley, CA 94720-1796. 510-643-5565 or jfong@library.berkeley.edu.

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## Angela Brunton Receives 1995 San Francisco Bay Region Chapter Professional Achievement Award

By Beth Edelstein

Chapter President Wess Murdough presented the San Francisco Bay Region Chapter Award for Professional Achievement to Angela Brunton during the Chapter's 70th anniversary celebration at the May 16 dinner meeting on Treasure Island. The following, which was submitted as part of the award nomination describes some of Angie's unique contributions to the Chapter.

*"Angie has been a member of the Chapter since 1974 and a very active one since 1978 when she chaired the Mailing Committee. Angie demonstrated her continuing interest in finding ways to save money. She combined mailings and had the Chapter rent a post office box to provide a permanent return address. Typical of Angie, at the end of the year she felt that the job was not completed to her satisfaction and remained the Mailing Chair for another year."*

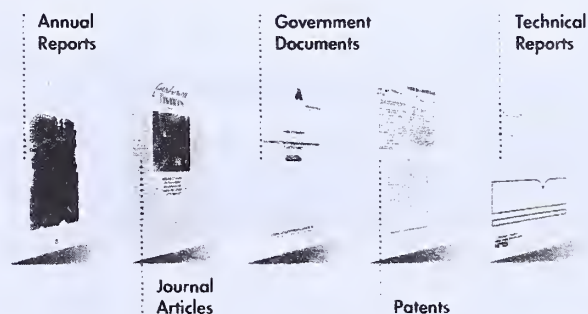
*"From 1981 to 1983, Angie served as our Treasurer. This was her chance to see what was happening to the money and to suggest ways to economize and make it go further. She capped these two years by chairing the Finance Committee in 1984."*

*"And then she became President-Elect and Membership Chair with responsibility for preparing the joint membership directory."*

*"Angie's interest in shoring up the Chapter's finances was most evident in her presidential year when the decision was made to have advertising in the directory. With the success of Liza MacMorris and Keye Luke in attracting advertisers, the Chapters spent only \$300 each for the finished directories."*

*"Angie's presidential messages in the Bulletin were gems. They all started with an ornamental, manuscript-style letter. The first began with 'It seems as if I was just getting the hang of my "practice year," and it's all over. No more playing, only the real thing.'*

Brunton, continued on Page 7



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Brunton, continued from Page 5

*"With the second one, she pointed out the frustrations and work that committee members encounter in presenting a variety of restaurants and meal choices at reasonable prices for Chapter events. It was a masterful message. . . . 'It is no longer fashionable to stand on the lawn and throw garbage. One now effects change from the inside. Who knows? You may have the perspective that can change everything. . . . Join in. Find out why things are done that way and if you don't like it, try to change it in a constructive manner. . . .' That message elicited plenty of responses, including words of encouragement from SLA Headquarters.*

*"Angie's careful financial stewardship paid off and she was able to announce in her annual report that ' . . . Overall the Chapter's finances are in solid shape and the Fund Raising Committee . . . has not been pressured as it was in the past. In fact, we may be able to retire the committee for the time being, since it functions as the President and Executive Board deem it necessary.'*

---

***'It is no longer fashionable to stand on the lawn and throw garbage. One now effects change from the inside. Who knows? You may have the perspective that can change every thing. . . .'***

---

And Angie wasn't finished contributing to the Chapter and to special libraries. She has been our Networking Chair since 1987. This is a real advantage for special libraries in California since Angie has been on both the Special Libraries Association's Networking Committee and the California Library Networking Task Force. She has been an advocate for special library participation in networks that are sometimes dominated by public libraries. Furthermore, Angie has clarified the

importance of networking to our Chapter members in annual commentaries such as this:

*"Special libraries have a chance to jump on the bandwagon now, and it's an advantage we'd better take advantage of while we can. . . . What's in it for me? Access to other things. After all, I can't afford to buy everything my patrons need. Neither can you, I'll bet. So you buy the most necessary and so do I, and we find that we can borrow each other's materials because we complement one another. . . . Our patrons get better service, and praise us to the skies, and we smile smugly, knowing that networking helped."*

We thank you, Angie, for your many contributions to our Chapter and to the Special Libraries Association. ■

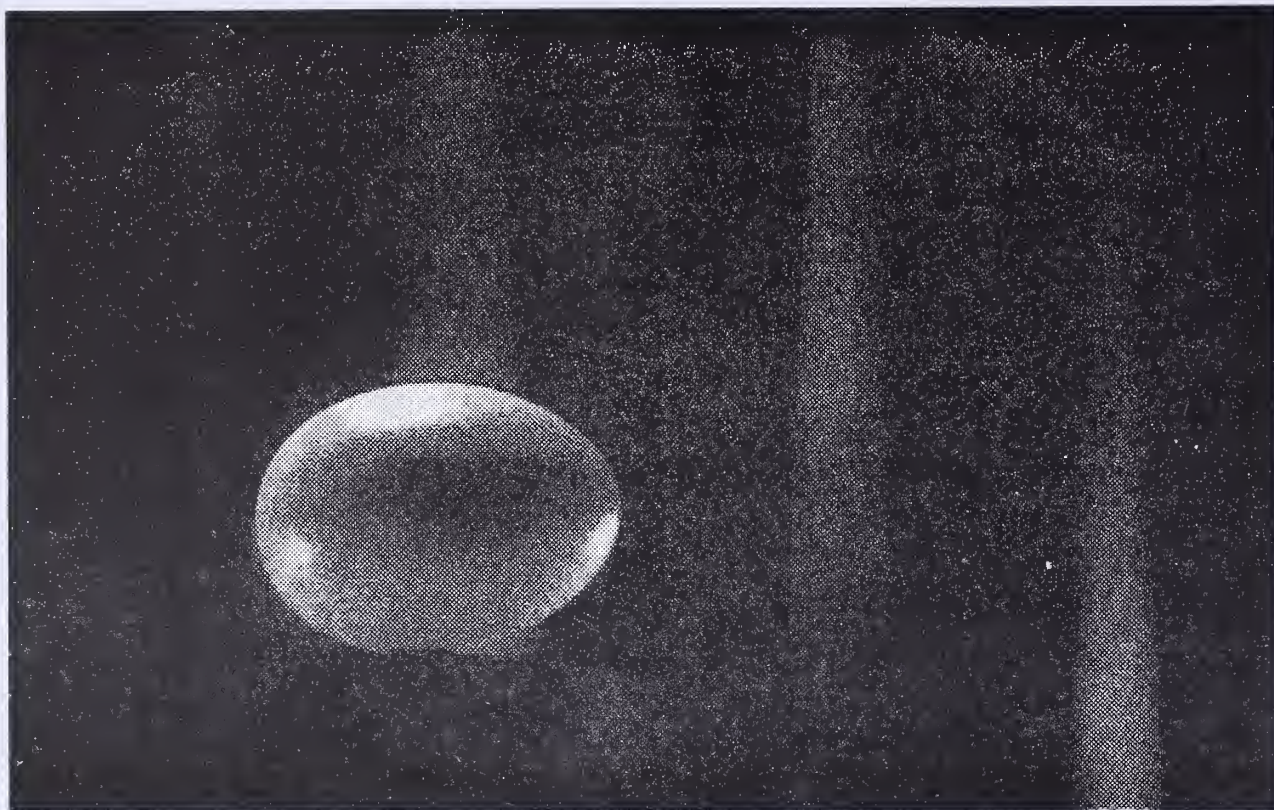
*Beth Edelstein works as Information Analyst at Chevron Research and Technology Company in Richmond and was the 1993/94 President of the SLA San Francisco Bay Region Chapter.*

#### To My Esteemed Friends and Colleagues:

I want to thank you again (in writing) for the honor you have given me by presenting me with the Chapter's Professional Achievement Award. When we were creating the criteria for the award, it never occurred to me that someday I would be the recipient. As Wess read the testimonial accompanying the award, I kept thinking "Did we do that?" We just did what we had to get along. After I got home, where the light was better, and I was able to adjust my glasses (or my arms) I could read the inscription as well. I am privileged to join the small group that has been given this honor, and am certain I will welcome many of my colleagues into it in the future. Once again, thank you for the lovely evening, and the honor you have given me.

*Angela Brunton*





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## MEET OUR NEW MEMBERS

By Susan Brown

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**Shawn Phillips** is reference librarian/technical specialist at the Foundation Center. She has worked as archivist, cataloger, and reference librarian at the California Academy of Science. 415-397-0903.

**Lani Wang** works at the Music Library at Stanford as a library specialist responsible for circulation and evening supervision. She has also worked at the Research Libraries Group as a systems tester and worked in China teaching in a library school and computerizing an English department library. 415-725-1143; laniwang@leland.stanford.edu.

**Carol Evans** is a senior research specialist at Booz, Allen & Hamilton, a management consulting firm in San Francisco. She has done a lot of contract work through AIM and Taylor & Associates, as well as work as a law librarian. 415-672-3394; evans\_carol@bah.com.

**Deborah Praisewater** is starting a new job next week as a library assistant at General Magic. She is a student at CSU San Jose's M.L.S. program and hopes to work after graduation in a corporate library specializing in science and engineering. Her background is in meteorology and safety applications of chemistry and physics. 408-292-2682; dprwater @wahoo.sjsu.edu.

*Susan Brown is the Business Librarian at John F. Kennedy University. New chapter members can reach her at 510-295-0605 or browns@garnet.berkeley.edu.*

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## KALEIDOSCOPE

By Jeanne Fong

**Lynn Brazil** and **Nancy Adams** have found new jobs following the May closure of the law firm of Pettit & Martin. Lynn is with Brown & Bain in Palo Alto, and Nancy works for Sheppard, Mullin in San Francisco.

**Cindy Hill** has left Failure Analysis Associates and is now the Director of Information Services and Libraries at Sun Microsystems in Mountain View. Cindy may be reached at 415-336-1091 or cindy.hill@corp.sun.com.

**Linda Suzuki**, severance package in hand, will be leaving James River at the end of July. She will be looking at both library and nontraditional jobs. People can contact Linda at 510-932-6057 or lsuzuki@ix.netcom.com.

**Bonnie Willdorf** reports that Alumnae Resources moved in April from the 10th floor to a space nearly twice as large on the 6th floor of 120 Montgomery Street. The library doubled in size to approximately 5500 sq. ft. All phone numbers are the same. Bonnie's new email address is willdorf@ar.org.

In May the Regents of the University of California approved the establishment of UC Berkeley's new **School of Information Management and Systems**. The new school will emphasize both the design and use of information systems, as well as the societal implications—understanding how people seek, evaluate and use information. The first students may be admitted as early as fall 1996, with full implementation approximately the next fall.

Send Kaleidoscope items to Jeanne Fong at 510-643-5565 or jfong@library.berkeley.edu.

### 1995 San Francisco Chapter Election Results

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## SOAPBOX

# The Human Interface Between Machine and Information

By Terry Dean

Just back from Montreal. What a great trip! What a great city! Wonderful weather in Montreal, perfect for walking at night along Place Jacques Cartier, listening to the music, and watching people. So many outdoor cafes, delicious sangria, *moules et frites*, lobster. French, very French, but comfortably so. If you didn't speak French, they spoke English and didn't seem to mind. A tolerant city.

What? You say there was a conference in Montreal? Oh yes, and a good one at that. A fine array of programs, exhibits, social and business functions, and chance encounters with old and new acquaintances. I found some of the programs on the Internet and WWW too basic for me, which made me feel good. But then I went to the exhibits. The ease

with which the vendors demonstrated the capabilities of their new technology made me feel so far behind in the information race. I have neither a scanner nor a machine that digitizes images. I don't have six email accounts to keep all my electronic communications organized.

I'm now what may be euphemistically called a mid-career professional. I was educated in the "B.F." era (before fax)—not to mention before email, ftp, digitizing, CDROM, quad speakers, and Barney. As recently as 1983 I was typing catalog cards! I've managed to slog ahead taking advantage of continuing education opportunities, hit-and-miss vendor demonstrations, and help from generous colleagues. But it's a long process, and I get both frustrated and frightened that I'm this close to becoming a relic, like an old computer once coveted when new but now stashed in the basement with my old shoes.

Recently I spent the better part of a morning talking to a researcher about information resources in California, something I *do* know about. I referred her to a variety of paper and electronic sources, Internet sites, and other UCB campus libraries, and demonstrated the UC online system, including how to mail search results to her own email address. She was happy and so was I. Perhaps I'm not so antiquated after all. The bottom line is that we all still rely on the "person-to-person interface"—the human intermediary between the user and electronic information—to make all this new technology work. People still need the human element capable of answering a question without the prerequisite of a password, login code, or PIN.

The most exciting parts of the Montreal conference were those occasions when you got to meet people and share ideas. Out of them can come renewed spark and enthusiasm to motivate us to try something new, to take risks, to become leaders and decision makers in our workplace. You don't get that with machines.

So thanks, Montreal, for providing a glorious setting for another professionally inspirational experience. Thanks for all the opportunities to meet so many wonderful colleagues, see so many exciting new products and services (even if they do make me feel inadequate), and expand my horizons for learning and achievement. ■

*Terry Dean is a librarian at the Institute of Governmental Studies Library at UC Berkeley. As Soapbox Coordinator, she is always seeking opinionated people willing to put their opinions in print. Contact Terry at 510-643-6429 or [tdean@library.berkeley.edu](mailto:tdean@library.berkeley.edu).*

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**FEATURE ARTICLE*****No Room at the Inn, or Would Madame Care for a Cot in the Conference Hall?***

By Rita Evans

The Special Libraries Association Annual Conference was held in Montreal, June 10–15. Montreal is a lovely city, with lots of trees, parks and open spaces. It's blessedly free of the litter and graffiti that is so much a part of Bay Area life.

It is, however, an economically depressed city, with *A Louer* and *A Vendre* signs on many office and shop windows. It's also a very French city—laws restrict how much English can be used on signs, and since my command of French is limited to *merci*, I was glad to not have to do any driving. Local residents all seemed to be bilingual, though, and everyone I encountered was friendly and helpful.

Following my arrival late Saturday night, I had one of those traveler's experiences that you can only laugh about. Although I'd listed five hotels on my housing request and had sent it in a couple of weeks after receiving it, SLA's housing bureau had assigned me to the local Howard Johnson's (not one of my choices).

With that in mind, I knew I was in for an adventure upon hearing that the Grand Prix would be held in Montreal the weekend I arrived. Sure enough, at 10 o'clock Saturday night, Le HoJo's manager was explaining to me that, although I had a guaranteed reservation, there was no room at the inn—or at any other inn within 100 kilometers.

Would Madame care to sleep on a hard, narrow, rollaway bed? In a meeting room? Shared with someone she had just met on the way from the airport? No TV. No phone. Lots and lots of space. All courtesy of Le HoJo's? (Gee, *merci*!)

Fortunately, my roommate for the evening proved to be a lovely woman from Minnesota who was also there to attend the conference. After making liberal use of the open bar, we enjoyed some good laughs at our predicament. I was moved to a lovely suite early Sunday morning, but figuring I had had all the HoJo's hospitality I could take for one trip, I headed off to spend the rest of my stay at the Queen Elizabeth.

My typical day began with a brisk fifteen-minute walk (or a short Metro ride) from the hotel to the Convention Center. This could make for some tough choices when interesting sessions were scheduled in both places back-to-back. Add to that the common logistical problem of some way-too-small meeting rooms, and the result would often have me arriving to standing-room-only after running from one venue to another. At least the rain disappeared after Sunday.

I'm sorry I didn't have more time for sightseeing, but SLA's Divisions did a terrific job on programming this year, and it was hard to justify spending much time away from the conference. Montreal's Old Town is a lovely collection of shops and restaurants in wonderful old brick and stone buildings on narrow cobblestone streets, and the waterfront along the St. Lawrence River was teeming with locals and tourists the night I visited it.

I enjoyed Montreal, and would definitely plan to spend more time there on my next visit. ■

*Rita Evans is the Information Resources Manager for Dolby Laboratories.*

*Volunteers for future feature articles may contact Rita at 415-558-0359 or re@dolby.com.*

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## REPORT FROM SLA MONTREAL

### *The Value of Library Research: How It's Used*

By Rita Evans

Division programming at the Montreal conference was better than that at any SLA conference I've attended in the past fifteen years, and my hat's off to any of our San Francisco Chapter members who had a hand in programming. I often was faced with having to choose from among two or three sessions held at the same time, all of which I wanted to attend.

I was particularly impressed by "Value of Library Research: How It's Used." SLA research done by Griffith/King, Marshall and others has demonstrated the value of libraries to their parent organizations. The session speakers used such data to make decisions about centralized/distributed information services, to justify increased management support during downsizing, and to highlight the library's contributions to the corporate bottom line.

MaryAnn Whitney from Chevron gave a particularly good presentation. She described how the library was faced with downsizing and a resulting reduced demand for library services while, at the same time, a chargeback system was going to be implemented. In formulating a strategic plan, three questions were asked:

#### **1) What is in our control to change?**

They determined they could build on strengths such as service orientation, knowledge of resources and analysis of content. Next they acknowledged that librarians had to move out of their comfort zone—a difficult proposition, especially since many of the tasks at which they excel are of a sort that can be outsourced.

#### **2) What can we do to make the difference?**

A vision statement was formulated: "Library service is recognized by our customers for its vital role in managing information resources." The library would both play a vital role and be recognized for it.

#### **3) How can we communicate/emphasize value (contribute to company moving forward)?**

Four key elements in delivering value were identified:

##### ✓ Champion Information Literacy

A strong, persistent message of the value of information was needed to increase awareness and focus on value (what is the customer getting for his/her money?), not just on cost. There had to be a high-level focus among executives. An enterprise-wide perspective with a common-good approach was invoked, and redundancies caused by lack of coordination were identified.

##### ✓ Strengthen Partnerships with Customers and Suppliers

The librarians sought to understand customer activity cycles and projects in order to coordinate information needs with planning and budgeting. They focused on explaining information services in business terms through the development of problem statements/information needs. Using management consulting as a model for their methodologies, they increased their credibility by using benchmarking and best practices analysis and developed a role as information consultants. They also forged ties with internal company information technology experts, since they did not have the resources to do this themselves.

##### ✓ Facilitate Information Access and Leverage Technology

Access to electronic resources, such as an external news feed project, was actively promoted. Information was delivered directly to customers' desktops. To free up resources for CD-ROM and other new technology, half of the physical collection was discarded (after consultation with customers).

*Value, continued on Page 15*



**Value**, continued from Page 14**√ Develop Value-Added Products and Services Portfolio**

Information products were customized, with customers agreeing to formats for delivery. More analysis was done to promote business and information solutions. The librarians promoted Internet access through their own homepage and book finder. CD-ROMs were networked for greater and easier access. A Lotus Notes database of Frequently Asked Questions (FAQ) was developed. Employee training on the Internet was provided, with suggestions about useful Web sites and training guides.

MaryAnn concluded by talking about measures of success. The cost recovery trend is upward, with the new chargeback system recovering 90% of costs after only four months. Customers are responding favorably, and they have noticed the changes. Partnering for value is forging stronger links with customers and suppliers. The library staff are developing new skills and increasing their own sets of core competencies, including competency as changemasters.

I found this presentation particularly valuable because it reported in such a practical way, with detailed advice, how the librarians in one organization have coped with change and downsizing in a positive way that bodes well for their future. ■

*Rita Evans is the Information Resources Manager at Dolby Laboratories. Anyone with an interest in writing a feature article may contact Rita at 415-558-3059 or [re@dolby.com](mailto:re@dolby.com).*

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## APRIL MEETING REPORT

### *Electronic Publishing: New Challenges for Librarians*

By Chris Orr

Chet Grycz treated April dinner meeting participants at San Francisco's Caffe Latte to an entertaining discussion of the roles of librarians in "civilizing the Internet." Grycz (pronounced "gritch") has worked as editor at UC Press and at Stanford University Press. As the former Coordinator of the Scholarship and Technology Study Project at UC's Division of Library Automation, he was instrumental in developing "Red Sage", the electronic journals project. Grycz had just returned from Romania and Hungary where he had gone on a National Endowment for the Arts grant to give educational workshops and set up nodes on the Internet.

Grycz pointed out that traditional print media have inherent good qualities—the assign-

ment of imprint validity and "branding," quality control, an ease of browsing—qualities not yet duplicated on the Internet. Since those who seek information usually want some preanalysis of what is offered regardless of format, Grycz sees an enormous new opportunity for librarians to adapt the skills they have used for print media to the electronic information age. Librarians can provide pointers in the non-print world via book notes, reviews and bibliographies, not to mention advocacy for access and preservation of materials.

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*Grycz sees librarians as providers of the intellectual underpinnings of digital information.*

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While Grycz wholeheartedly supports the freedom and democracy represented by postings on the Internet, he deplores the lack of value-added resources that would make such resources intellectually viable. He also sees a need for dealing seriously with pathways for updating files and preserving archival information in the digital world. Unlike security issues that will be driven by business and solved by engineers, Grycz sees librarians as providers of the intellectual underpinnings of digital information.

Although Grycz's exhortations are directed mostly at public and academic librarians with their diverse public constituencies, they apply to corporate libraries too. We can use the leverage of our own usefulness to our companies to inspire there an awareness of Internet resources and involvement in creating content for it. We all have a stake in maintaining free, democratic access to information resources and in finding, defining and possibly providing the quality in the morass. The times are full of challenges to innovate, not just modernize human communications. ■

*Chris Orr is librarian at Benjamin/Cumming Publishing Company.*

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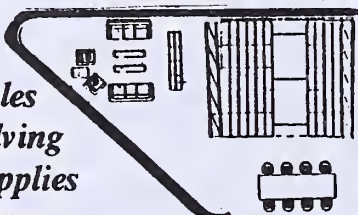


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## MAY MEETING REPORT

### *A Sparkling 70th Anniversary*

By Ann Jensen

One hundred thirty of us met May 16 at the Casa de la Vista on the western shore of Treasure Island to toast the SLA San Francisco Bay Region Chapter on its 70th anniversary. Thanks to generous support from Information Access Corporation and DataTimes, the meal, site and occasion were both elegant and affordable. And, thanks to nature, we also enjoyed the first sunny evening in many weeks, with clear skies swept clean by the wind, and a sparkling San Francisco skyline that seemed close enough to touch.

Rita Evans kicked off the evening by auctioning off the Chapter's Mac SE system, on which the last seven years of the *Bulletin* had been created, to a lucky Terry Richards of Airtouch Communications. (This issue of the *Bulletin* was created on the new Pentium system!)

Chapter President Wess Murdough presented to Angela Brunton the Chapter's Professional Achievement Award.

Featured guest speaker, Gray Brechin, writer and lecturer on art, architecture and local lore, spoke on "Mega-Folies of the Bay Area: Those Projects Which Were Never Built." His talk was based on a slide show of original architectural renderings of artistic, architectural, and transportation systems that, while designed earnestly in their day, look like folly by today's standards. Brechin's anecdotal talk showed the history of these "follies" to be an interesting chronicle of growing grassroots involvement in civic schemes, and of how private citizens learned to influence larger entities, such as US Steel and the California Department of Transportation, in planning and maintaining their local environments.

Among the featured follies were freeway lanes in underground moats on either side of the Golden Gate Park panhandle; a second Golden Gate Bridge, from Geary to Point Bonita in Marin; a parallel Golden Gate Bridge; "Marincello," a proposed city on the Marin hills behind Fort Cronkhite to be accessed by the second bridge; and the Reeber plan, which would have filled in most of the Bay

through a series of dikes and created a thirty-two-lane freeway between the East Bay and San Francisco. (The Bay Model in Sausalito was originally built to test this plan.)

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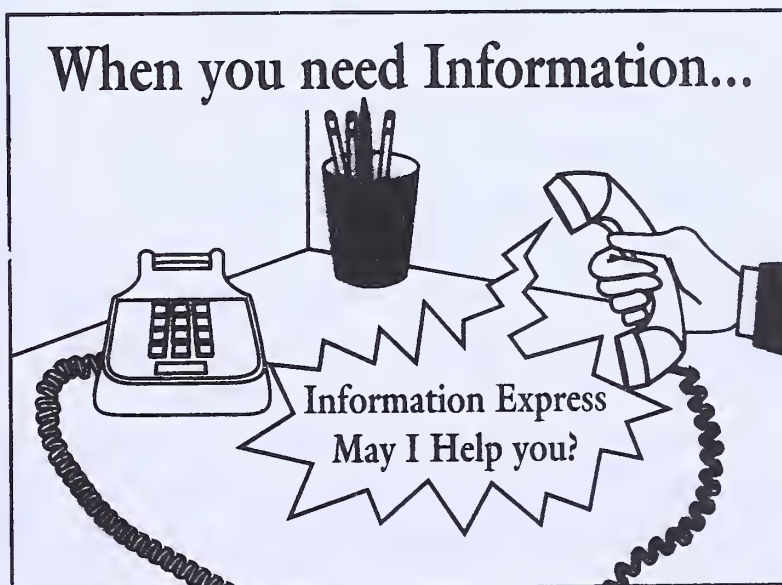
*... freeway lanes in underground moats on either side of the Golden Gate Park panhandle ...*

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Mr. Brechen ended with photographs of what he deems the Bay Area's most visionary feat—the creation of the Golden Gate National Recreation Area—where success is measured by what doesn't happen, and mega-follies are not even entertained. The entertaining and informative talk was a fitting complement to seventy years of the San Francisco Bay Region Chapter of SLA—not a folly, not mega, but an enduring and solid part of the local history of our region and its many libraries. ■

*Ann Jensen, Chapter Archivist, is a librarian at the Kresge Engineering Library at UC Berkeley.*



## PROFESSIONAL DEVELOPMENT COMMITTEE

# *Promotion, Public Relations and Marketing for the Specialized Library*

By Neil Citrin

Guy St. Clair, President of SMR International and past president of the Special Libraries Association, led the Spring Professional Development Workshop held March 30 at the California State Automobile Association in San Francisco. The workshop was partially underwritten by an SLA Library Management/Knight-Ridder Leadership grant.

Two dozen people participated in a discussion that raced from humorous to serious, and back again, about the importance of promoting and marketing library services.

St. Clair emphasized the theme that librarians should take full and active responsibility to insure that their libraries remain a strong element of the larger organization, be it a corporation or a large university. "Proactive management in library service is not a choice," St. Clair stated. "It is important to make a recognized contribution to the organization so the people with power and influence can recognize our value and support us. To get them to respect you, you need to do things that might go beyond the mission of the library, but will make you seem like a more valuable part of the community." St. Clair

conceded that some librarians may be uncomfortable with this approach but that all of us, particularly those in specialized fields, need to look at our roles in new ways. ■

*Neil Citrin is a library school student at CSU San Jose.*

The Professional Development Committee is dedicated to keeping our Chapter members informed of changes and developments that will effect our ability to provide superior information services to our clients and patrons.

We invite your suggestions for future program topics and guest speakers. Contact the Committee Chair, Robert Burke, at the California State Automobile Association Library, 415- 565-2300) or any Committee member.

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**DIRECTORY COMMITTEE*****Chapter Directory to be  
Produced a New Way—  
Members: Check Your Listings***

By Debbie Jan

Last year the San Francisco Bay Region Chapter began producing and distributing its own membership directory instead of a joint directory with the San Andreas Chapter. Under the expert tutelage of Tim DeWolf, 1993/94 Directory Chair, and Kurt Shuck, I have learned more than I could ever have imagined about database layout and creation, manipulation of association data, and proofreading.

This year, with help from Tim, the Chapter is creating a new process for directory production. Instead of using questionnaires as our primary source of information—a labor intensive and error-prone process—we will be using the information provided by SLA Headquarters to update the Chapter directory. Because of this, I strongly urge everyone to doublecheck his or her membership listing in the SLA directory. We will, of course, accept any corrections submitted by Chapter members; however, those corrections will still need to be made in the SLA Headquarters' database, which will be the source for future Chapter directory updates. New members and members who have changed their employers will be contacted by the Directory Committee to get their organization's subject and holdings information.

The first cumulative update to the 1994 San Francisco Bay Region Chapter Directory, including all records modified or added since its publication, was mailed with the May/June Bulletin. A second cumulative update will be produced and mailed to members in August, so please contact me as soon as possible to correct any errors that appeared in the first update. The second update will include a form to make such corrections easier in the future. The 1995 San Francisco Bay Region Chapter Directory will be


coming out in late October or early November, so please verify your association information before October and submit any changes to SLA Headquarters at this address:

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Washington, DC 20009-2508

sla1@capcon.net  
202-234-4700, ext. 772

Corrections and suggestions to improve the directory are always welcome, but even more welcome are members interested in serving on the Directory Committee. Currently it consists of Carrie Lowe and me, with Tim DeWolf as our resource. We produce the directory using FileMaker Pro for Windows and Inmagic. If you want to help, please contact me at 510-642-2511, or at djan@library.berkeley.edu.

Chapter Directory Committee  
Chair Debbie Jan is a librarian at  
UC Berkeley's Public Health  
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## **EXECUTIVE BOARD MEETING**

By Ella Hirst

The Executive Board of the San Francisco Bay Region Chapter met May 16. Present were Wess-John Murdough, Marie McKenzie, LaVonne Jacobsen, Bill Van Niekerken, Tim DeWolf, Robert Burke, Linda Vida-Sunnen, Debbie Jan, Joan Galvez, Jeanne Fong, Diane Rosenberger, Gretchen Peterson, Rita Evans, Kurt Shuck, Deborah Hunt.

The Board gave its approval to former Chapter member Mary Wawrzonek's request to use Chapter mailing labels to conduct a study for a class she is taking.

**Treasurer's report.** The Chapter is about \$9,000 ahead of where we were July 1994.

**Program.** Linda Vida-Sunnen and Linda Suzuki will meet to discuss program ideas for next year. Doing fund raising to lower program costs is under consideration.

**Professional Development.** The fall Internet workshop sold out. The spring workshop featuring Guy St. Clair had an attendance of twenty-six; some of the costs were underwritten by an SLA Library Management/Knight-Ridder Leadership grant. The fall workshop, "Accessing Government Sources on the Internet", is set for October 26.

**Academic Relations.** Board agreed to the following proposals: a) Since it is considered likely that CSU San Jose will take the lead in reaching out to San Jose students, we will suggest at the next meeting of the joint boards that we cooperate in a brown bag on-campus presentation rather than an off-campus reception. b) The 1995/96 Student Stipend will be increased to \$1,000. c) The incoming Academic Relations Chair will have to work out the particulars of the Chapter's relationship to San Jose State students as well as to UCB's new School of Information Management and Systems.

*Executive, continued on page 21.*

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**Executive**, continued from Page 20

**Directory.** Based on the past year's experience, the Board decided that the Chapter will continue producing a separate directory rather than return to a joint directory with San Andreas. The membership questionnaire will be eliminated; updating the Directory will be based upon records from SLA Headquarters. Chapter directory updates can be sent out as needed with other Chapter mailings.

**Bulletin.** Jeanne Fong is the new Editor. The new Dell 575 will be purchased for \$2,700. Jeanne asked that committee chairs give the printer a name to whom he can mail invoices for committee printing and mailing jobs. This will allow for the direct mailing of invoices to the committee representative rather than to the *Bulletin* Editor.

**Affirmative Action.** Procedures of the Affirmative Action Committee have been developed for the Chapter Manual based upon SLA Headquarters' Affirmative Action Handbook and by looking at established programs from other chapters.

**Career Planning.** Diane Rosenberger brought a suggestion that there be a committee devoted to this function. The Board felt that it could be assigned to the already existing Professional Development Committee.

**Hospitality.** Wayne Gribbling will be the new committee chair.

**Strategic Planning.** Joan Galvez presented a written report that outlined how the Chapter has meeting invitation to new members. ■

*Ella Hurst, Chapter Secretary,  
is a librarian at the San Francisco  
Public Library.*

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## CALENDAR

### AUGUST 1995

**Aug. 3: Joint San Francisco Bay Region/  
San Andreas Chapter Executive Board  
Meeting.** San Mateo Senior Center. 5:45 p.m.

**Aug. 12: UC Berkeley Extension Using the  
Internet Series Using the Internet, Part IV.**  
Instructor: Roy Tennant, UC Berkeley.  
9:30 a.m. - 4:30 p.m. \$200. Call 510-642-  
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**Aug. 22-Dec. 12: Cataloging for Paraprofession-  
als.** Diablo Valley College. Call Mary Dolven  
510-685-1230, ext. 237; Fax: 510-798-3588.  
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**Aug. 24-Sept. 28: Computers in Libraries &  
Information Centers.** Diablo Valley College.  
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viking.dvc.edu.

**Aug. 31-Sept. 1: Performance Measurement in  
Libraries.** University of Northumbria,  
Newcastle, England. Call +44 (0) 91 232  
0877; Fax: +44 (0) 91 232 0804; or Email:  
liv1@uk.ac.unn.

### SEPTEMBER 1995

**Sept. 14-15: Special Libraries Association. Middle  
Management Institute. "Analytical Tools".**  
Contact SLA Headquarters, 202-234-4700.

**Sept. 23, Oct. 7, Oct. 21: Career in Library &  
Information Services.** Diablo Valley College.  
Contact Mary Dolven 510-685-1230,  
ext. 237; Fax: 510-798-3588, Email:  
mdolven@viking.dvc.edu.

### OCTOBER 1995

**Oct. 9-12: American Society for Information  
Science Annual Meeting.** Chicago, IL.  
Contact ASIS, 301-495-0900.

### NOVEMBER 1995

**Nov. 2-3: SLA State-of-the-Art-Institute.  
"Southeast Asia: The Information Age".**  
Contact SLA Headquarters, 202-234-4700.

### JANUARY 1996

**Jan. 25-27: Special Libraries Association Winter  
Meeting.** Cleveland, OH. Contact SLA  
Headquarters, 202-234-4700.

### FEBRUARY 1996

**Feb. 7-9: Countdown to the Millennium: An  
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# San Francisco Bay Region Chapter



**BULLETIN**

September/October 1995 Volume 66, Number 2

## President's Message

By Diane Rosenberger

When I think back over June and July, I am amazed by the number and variety of libraries I have visited under non-job-related circumstances. In preparation for the SLA Annual Conference in Montreal, I had decided to brush up on my high school and college French by watching *French in Action* on television. I soon found out that the Mill Valley Library had videos of the show, so I began to make two to three trips a week from my San Rafael home to Mill Valley. Many were the nights when I raced down Highway 101 to return the videos in time to avoid the hefty overdue fines.

Once I arrived in Montreal my go-to-the-library passion truly burst into full flower. I had offered to be a guide for the Business & Finance Division tour of four business libraries in downtown Montreal. As the time approached, I began to wonder about my ability to lead a dozen librarians around a city I knew very little about. As it turned out, with a good map, the tour was a fun reminder of my stints as a parent volunteer on school field trips. The libraries we visited were all quite interesting: SNC Lavalin, one of the world's largest engineering firms; Bell Canada, housed in a 1920s building that was formerly a bank (teller windows are an integral part of the library's space); The Gazette, Montreal's only English-language daily; and EDI World Institute, a tiny library with amazing electronic connections. Seeing how other libraries operate, and interacting with the host librarians as well as the librarians on the tour were great experiences. I would definitely rate the library visits right at the top of my "Conference Bests".

But, Montreal was not the end of my summertime library touring. A week later in Paris while my husband attended a conference, I found myself inextricably drawn to libraries. A personal connection got me into the U.S.I.S. (United States Information Service) Library near the Place de la Concorde. I happily spent over an hour comparing experiences: library services, Internet, moving a library. This visit resulted in the contact that got me on a guided tour (*en francais*) of the new Bibliotheque Nationale at Bercy (see *New York Times*, Tuesday, April 4, 1995). I was grateful

President's Message (continued on page 5)

## Inside...

**Richard Geiger** tells all in "A True Story of an SLA Director—Two Years Down, One to Go." His confessions begin on **page 7**.

"Home Sweet Home Page: Creating a Presence on the Web: Why? How? Issues and Answers" is the topic of the fall professional development workshop sponsored by the San Andreas SLA Chapter. Details on **page 10**.

The **California Library Association Annual Conference** is set for November in Santa Clara. See **page 13**.

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## San Francisco Bay Region Chapter BULLETIN

Jeanne Fong, Editor  
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## FROM THE EDITOR'S DESKTOP

By Jeanne Fong

Have you seen the TV ad in which a father complains to his friend about having to take his child to the library to learn about dinosaurs? In response, the friend turns, taps some keys, and downloads all the child needs to know about dinosaurs from his computer.

And haven't you experienced something like this? On the reference desk the other day, I received a phone call from a patron at a federal agency in San Francisco. I could tell the caller was a little anxious, a little on edge as I queried him about the type of journal article information he needed. I invited him to visit our library where we could introduce him to the use of journal article indexes. "What's that?" he asked. I explained and told him that once he identified the journal articles he needed, he could obtain them through his library's interlibrary loan service. "How do I get that?" he asked urgently. When I explained how his agency's librarian could assist him with this, he responded after a pause, "Well . . . due to budget cuts, we eliminated the librarian."

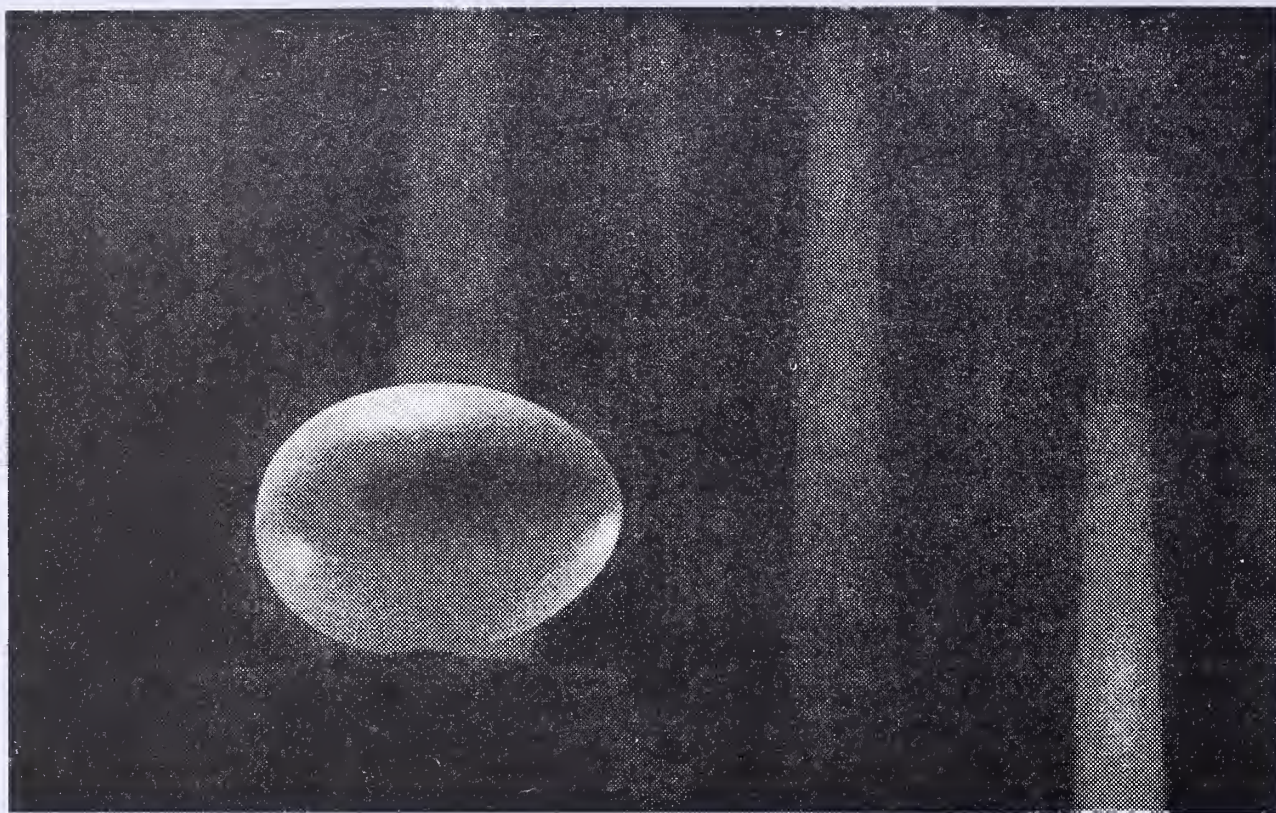
My response in both cases was the same—a silent Munchian scream. Are we in this profession being relegated to dinosaurhood? Not by a long shot when I see all around me the hard work and dedication of the library staff with whom I work, and experience that same *esprit de corps* when I get together with SLA colleagues. Call me new to the profession (I am); say I'm wearing rose-tinted glasses (it's my nature), but I'm sure you feel the same. We're needed now more than ever by our patrons who value our services; we just have to find ways to convince the would-be-Neanderthals out there that we're far from extinct.

### BULLETIN Copy Deadlines:

November/December issue	October 2
January/February issue	November 22
March/April issue	February 1
May/June issue	April 15

Submit *Bulletin* copy on email, or disk with accompanying print-out. Keep formatting and fonts as simple as possible and avoid tabs. I work from Word for Windows on PC, but can also use files in ASCII (preferred), Word for Mac or PC, and Word Perfect. Send to: Jeanne Fong, *Bulletin* Editor, Kresge Engineering Library, 110 Bechtel Engineering Center, University of California, Berkeley, CA. 94720-1796. 510-643-5565 or [jfong@library.berkeley.edu](mailto:jfong@library.berkeley.edu).





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**President's Message** (continued from page 1)

for this connection since the tour was the only way to get into the building, as I had discovered on an earlier attempt to simply drop in. On other days, I visited the current Bibliotheque Nationale; the Bibliotheque Forney (a fine arts library in Hotel de Sens, built in 1474); the Pompidou Center library; and a rare books library in the Chateau at Chantilly. In three cases I was attracted to the buildings, not realizing until I got inside that they contained libraries. What serendipity! I had a wonderful time.

I am obviously hooked on visiting libraries, and it has made me even more determined to take advantage of our Chapter's library tours. Marlene Vogelsang is in charge. If you have a library in mind that you would like to visit, or if you would like to help with the Tour Committee, contact Marlene at 415-973-7206 or 510-636-0806.

Happy touring! ■

*Diane Rosenberger is Systems Librarian at the Federal Reserve Bank of San Francisco.*

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**SOAPBOX*****A True Story of an SLA Director—Two Years Down, One to Go . . .***

By Richard Geiger

In 1993, I was elected to a three-year term to the SLA Board of Directors, the governing and policy-setting body of SLA. Over the last two years, members have often asked me what it's like to serve on the Board.

Well, there are positives and negatives. On the positive side, it's been more fun than I had expected. The people on the Board and SLA unit leaders are smart and motivated—great people to be with. I have felt personal satisfaction from learning about the great complexity of SLA as an organization and how it operates. And, it has also been a professional growth experience to lead while trying to weigh different points of view. This then, leads to the negative aspects: it is true that "You can't please all the people all the time." Experience has made me sometimes think I am not "political" enough for this job, and I have at times been made to wonder "Why don't these people get a life?—They obviously have too much time on their hands!"

Here is a soundbite to illustrate my point. Each year the Board has to vote on where conferences are to be held five to ten years in advance. This is a perennial "can't please all the people all the time" vote. I had to vote between Los Angeles and San Francisco for the 2002 annual conference. The "financials" showed a slight advantage to Los Angeles. Of the four Californians on the board, as I remember it, Monica Ertel and I voted for Los Angeles; Billie Connor, from the Los Angeles Public Library, voted for Los Angeles; and Bill Fisher abstained (I don't know why, but I know he has work duties north and south). I knew that San Francisco, as a favorite destination city for tourism, would probably win if it were put to a popular vote of the membership. But, since "rotation" is one of the key rules of our system of conferences, the deciding point for me was that San Francisco had had the most

recent one. It seemed as though Los Angeles should have its turn. How would you have voted? (The Board narrowly voted for Los Angeles.)

---

***You can't please all the people all the time.***

---

This leads me to the fact that SLA Directors, voted in by the whole membership, are not expected to represent a geographic area or a subject division. Sometimes the natural territorial feelings are a little hard to shake, but the other Board members would see right through it. Of course, that does not mean people do not hassle you if they feel you have not been true to "The Cause."

SOAPBOX, continued on page 9

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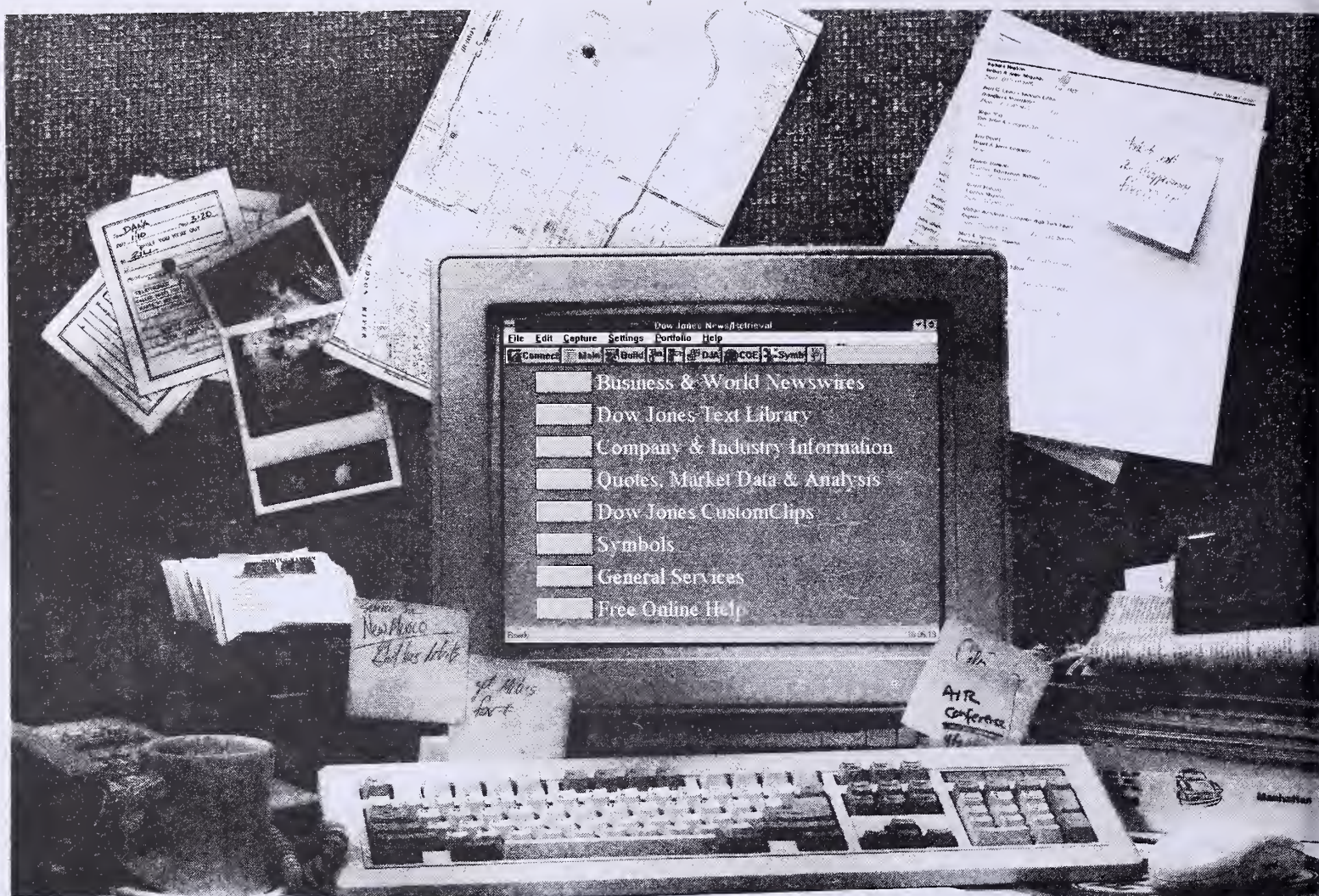
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**SOAPBOX**, continued from page 7

The Board needs to work with discipline and mutual respect, with a lack of grandstanding and "me-too-ism." Members have to do their homework—there is a ton of paperwork to plow through before each quarterly meeting. I feel that all three boards on which I have been a member have been very effective. I have observed some other boards in action in which I would have loathed participating where it seemed that to "win" or to "beat" someone else or some group of people was the overriding concern rather than trying to arrive at a reasonable resolution.

Personally, I am still amazed at the vituperation I heard over the proposal for the dues increase. It seemed some members thought it was some sinister plot. Now that it is passed, we are in excellent financial shape and the membership has reached an all-time high. One of the reasons for the increase in membership has come to

fruition: we finally have money to staff that department properly and run it effectively.

And, speaking of SLA Headquarters,

I know that over the years many of us have experienced some interaction with Headquarters that was not to our satisfaction. But what may not cross our minds are the many things the staff at Headquarters are doing right. Being on the Board, directors have a duty to keep up on what staff is doing and how effectively they are performing. Well, my verdict, after much study, is that they work very hard and are doing a very good job.

Let's all work together to keep SLA the thriving organization it is! ■

*In addition to serving on the SLA Board of Directors, Richard Geiger is Library Director at the San Francisco Chronicle Publishing Company. He has been a Past President of the SLA San Francisco Chapter.*

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## SLA SAN ANDREAS CHAPTER PROFESSIONAL DEVELOPMENT WORKSHOP

### *Plug Into Professional Development This Fall And Reap The Net Results*

By Carol Christensen

Has your boss recently suggested that you create a home page for your library or information center as part of the institutional or corporate Web site? If it hasn't come as a directive yet, don't be surprised if it happens soon. Why not be prepared? Better yet, why not be ready to make the suggestion yourself?

You can learn all you need to know about the issues, answers, and details of creating a home page on the World Wide Web at the November 3 Professional Development Workshop sponsored by the San Andreas Chapter of SLA. "Home Sweet Home Page: Creating a Presence on the Web: Why? How? Issues and Answers" features presentations by Tom Miller, Senior Systems Analyst at Tandem Computers, and Jack Kessler, Networked Information Consultant with ACKO Inc. Tom and Jack will discuss uses of home pages; demonstrate the creation and transfer of a home page using various tools, protocols, languages, and graphic design elements; show how to establish links; warn of pitfalls; review advantages/disadvantages; and answer audience questions about the World Wide Web, Mosaic, Netscape, and more.

The half-day workshop will be held Friday, November 3, from 8:00 a.m. to 12:30 p.m. at Sun Microsystems in Mountain View. The cost is

\$30 for SLA members and non-members

\$20 for students and those who are retired or currently between jobs.

See the flyer included in this issue of the *Bulletin* for details, a registration form, a map, and directions.

For additional information, you may also contact:

Lorna Corbetta-Noyes  
The Research Libraries Group  
1200 Villa St.  
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Don't miss out on this workshop! Sign up today so you don't miss the October 20 registration deadline, and mark our calendar for the first Friday in November. It'll be here before you know it! ■

Carol Christensen is presently working as Researcher/Information Specialist at Price Waterhouse Technology Centre.

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**SLA DISTANCE LEARNING PROGRAM*****Issues Concerning Electronic Copyright***

By Tracy Lofty

Special Libraries Association, in conjunction with Lexis-Nexis, will offer its first distance learning program, "Issues Concerning Electronic Copyright" September 21, 1995, 4:00 p.m. - 6:30 p.m. (PST) Topics to be discussed include site license vs. license use, fees involved, and trends affecting the electronic environment. Participants will be given the opportunity to learn from copyright experts, interact with the panel, and share concerns with colleagues in the U.S. and Canada. The program will broadcast to seven locations in the U.S. and Canada, including San Francisco at 353 Sacramento Street, Suite 800. Course registration: \$59.00. Course videotape: registrants \$29.00; non-registrants \$39.00.

For more information, contact Tracy Lofty, SLA Manager of Professional Development, 202-234-4700, ext. 649 or [tracy@sla.org](mailto:tracy@sla.org).

**Address Change?**

Notify both SLA Headquarters and the San Francisco Chapter Directory Committee.

1) Send the address change to SLA Headquarters:

SLA Membership Records Dept.  
1700 18th St. NW  
Washington, DC 20009  
[sla1@capcon.net](mailto:sla1@capcon.net)

For e-mail address changes only, email [count-me-in@sla.org](mailto:count-me-in@sla.org). Call 202-234-4700 if you have questions about SLA's records.

2) Notify the San Francisco Chapter Directory Committee by sending the form at the back of the Chapter membership directory. Contact Debbie Jan at 510-642-2511, or [djan@library.berkeley.edu](mailto:djan@library.berkeley.edu) if you have questions about the Chapter's records.



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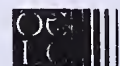
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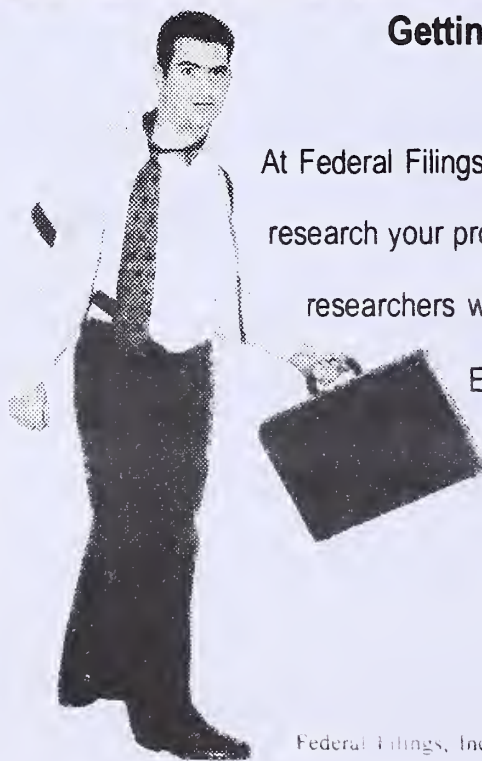
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## CALIFORNIA LIBRARY ASSOCIATION 97th ANNUAL CONFERENCE

# CALIFORNIA LIBRARY ASSOCIATION CELEBRATES 100 YEARS

By Peggy Watson

The California Library Association will celebrate its Centennial Year at the 97th annual conference to be held November 11-15, 1995, at the Santa Clara Convention Center. Mary Jo Levy, Palo Alto City Librarian and CLA President says, "It is especially appropriate that we meet smack in the middle of Silicon Valley to explore the conference theme, *The Legacy and a Vision*. It suggests looking back at the achievements of libraries in this state and toward the future of information, to which this valley's contribution will continue to be world-renowned."

The keynote speaker will be Moira Gunn, the producer and host of "Tech Nation: Americans and Technology". Her weekly program on public

radio features guests discussing the past, present and future of technology and its impact on our lives. Dr. Gunn previously managed the development of software for large scientific applications at NASA's Institute for Advanced Computation.

Other programs of interest to special librarians will be a presentation by Dr. Harry Saal, CEO of Smart Valley, a Unix workshop, a session on designing web pages, and a panel of Internet vendors. In addition, there will be a gala reception at the San Jose Public Library for conference attendees.

A new feature of last year's conference will also be repeated: *Freeway Alternatives* will return with a book signing by local authors. Attendees will be able to mingle with their favorite mystery, science fiction, cookbook or children's authors.

For more information or for a pre-conference schedule, please contact the CLA office, 717 Street, Suite 300, Sacramento, CA 95814-3477, Phone 916-447-8541, Fax 916-447-8394.

It promises to be a great conference. Hope to see all of you there! ■

Peggy Watson, Regional Manager,  
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## TOUR COMMITTEE

### 1994/95 ANNUAL REPORT

By Marlene Vogelsang

The Tours schedule for 1994/95 was very successful. We visited such diverse libraries as the Biodiversity Resource Center at the California Academy of Science in Golden Gate Park, hosted by Annie Malley, and the Planetree Health Resource Center, hosted by Tracy Cosgrove and her staff.

We also enjoyed a visit to the Strybing Botanical Gardens library and a guided tour of the gardens themselves. Thanks to Barbara Pitschel and her staff for refreshments and the marvelous tour. If you have not visited the Gardens lately, make plans to do so. They are gorgeous!

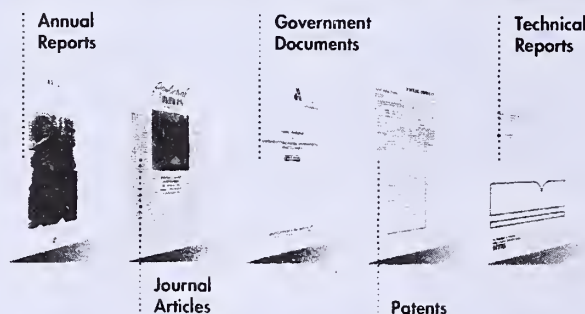
Our tour of the new San Francisco Museum of Modern Art drew such a large response that we arranged a second tour for the waiting list. My sincere thanks to Jeanne Fong for her assistance with both those tours.

Plans for the upcoming year are tentative at the moment. We are hoping to visit the new Thomas B. Long Library of Business and Economics at the Haas Business School on the UC Berkeley campus. We are also hoping to tour the new facilities of the California Academy of Art Library. I am discussing a visit to the Fremont main branch of the Alameda County Library System. If all goes well, perhaps a tour of the new San Francisco Main Library will also be on our agenda.

I welcome new tour committee members Nancy Bruer-Hufford (Anshen and Allen Architects); Lenay Milford (Milford Bookbinding); and Cynthia Eastman (Keyser Marsten). Elyse Eisner (UMI Information Store) is continuing with the committee. Thanks to last year's members Debbie Jan (UC Berkeley Public Health Library), Carol Coon (San Francisco Public Library), and Jeanne Fong (UC Berkeley Engineering Library).

I am always interested in hearing ideas from our members about libraries to visit. Please contact me at 415-973-7206. ■

*Marlene Vogelsang, Chair of the Library Tours Committee, is presently working at the PG&E Energy Center.*



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## ADVISORY COUNCIL TURNOVER MEETING

By Ella Hirst

The Advisory Council Turnover Meeting of the San Francisco Bay Region Chapter met on June 19, 1995. Present were Marie Mckenzie, Bill Van Niekerken, Sara Pedersen, Tim DeWolf, Debbie Jan, Robert Burke, Molly Skeen, Marlene Vogelsang, Nancy Myers, Wess Murdough, Barbara Glendenning, Maggie O'Brien, Marlowe Griffiths, Mark Mackler, Jackie Grossman, Mary Torres, Linda Suzuki, LaVonne Jacobsen, Kurt Shuck, Diane Rosenberger, Joan Galvez, Chris Orr, Ella Hirst.

**Treasurer's Report.** New Treasurer Bill Van Niekerken reported that we have \$3,000 more than we did last year at this time. He mentioned the Executive Board's suggestion about moving funds out of the checking account and will report on this possibility at the August meeting.

**Finance.** On behalf of continuing Finance Chair Rena Schonbrun, Diane Rosenberger handed out 1995/96 financial planning worksheets.

**Academic Relations.** Outgoing chair Marlowe Griffiths spoke about the committee's attempts to reach out to CSU San Jose students. Two receptions took place last year: a joint one with San Andreas at Dataquest and a reception at Dolby Laboratories in San Francisco. Her recommendations to the chapter are to 1) sponsor events on campus, perhaps brown bag panels; 2) increase the student stipend [this has been approved by the Board]; and 3) keep our voice in developments at the new UC Berkeley program. Incoming chair Chris Orr expressed optimism about opportunities at UC Berkeley and intends to work with the chair of the San Andreas Academic Relations Committee who has usually been a CSU San Jose student.

**Advertising.** Incoming chair Barbara Glendenning reported that the Chapter took in over \$14,500 in advertising revenue this past year.

**Affirmative Action.** Outgoing chair LaVonne Jacobsen handed out the procedures she wrote for the manual. Mary Torres is the incoming chair.

**Bulletin.** Jeanne Fong's 1995/96 *Bulletin* production schedule was distributed.

**Directory.** Tim DeWolf, last year's chair, reported that we had had an eventful year producing our own directory. Incoming chair Debbie Jan said that we will start using for our updates membership information received directly from SLA Headquarters, and eliminate the Chapter questionnaire. She will write a *Bulletin* article urging members to update their SLA information. A cumulative directory update will be produced for the July/August *Bulletin*. The 1995 directory is slated for mailing in October.

**Fundraising.** Incoming co-chairs Maggie O'Brien and Sara Pedersen will meet with outgoing chair Loretta Sevier.

**Government Relations.** Melissa Metzler is the outgoing chair and Jackie Grossman the incoming.

**Hospitality.** Outgoing chair Kurt Shuck reported that we had nine meetings last year and three were held at new locations. The Northern California Association of Law Librarians will be joining our December meeting with San Andreas, and handling the logistics. We may offer buffets to lower costs for future sit-down dinners to under \$25. Wayne Gribbling is the new committee chair.

**Infoline.** Mark Mackler, continuing as chair, predicted cost savings this year as we phase out secretary service.

**International Relations.** Mary Ann McGill is taking over from Lone Beeson.

**Jobline.** Nyra Krstovich is taking over responsibilities from the San Andreas Chapter.

**Tours.** Marlene Vogelsang is continuing as chair. Last year's tours of Planetree, the Academy of Science's Biodiversity Center, Strybing Arboretum, and the San Francisco Museum of Modern Art were all successful. Thanks were given to Debbie Jan, Jeanne Fong and Elyse Eisner. Marlene suggested raising tour fees to defray refreshment costs.

Advisory Council, continued on page 16.

**Advisory Council**, continued from page 15.

Nominating. Tim DeWolf is taking over from Richard Geiger.

Past President. Wess Murdough, this year's Past President, will be in charge of the Procedures Manual and the Chapter's Professional Achievement Award.

Professional Development. Robert Burke announced the fall workshop "Government Resources on the Internet", with Andrea Sevetsen from UC Berkeley's Government/Social Sciences Information Service. Developing a marketing plan is being considered as the spring workshop topic.

Program. New Director Linda Suzuki and Assistant Director Marie McKenzie will meet with the new committee next week to schedule programs drawing upon feedback from chapter members. Marie suggested a free dinner raffle as part of each program.

Publicity. Outgoing chair Barbara Glendenning reported that last year's biggest effort was the ONLINE '94 conference. After some discussion, the group decided that someone from the Program Committee be responsible for dinner meeting notes. There was informal discussion about the possibility of setting up a home page for the Chapter.

Secretary. Ella Hirst continues for another year.

Strategic Planning. Last year's chair Joan Galvez reported on next year's goals which are to 1) look at the current plan and 2) decide if it needs updating. She feels we need a new survey of Chapter members, since it has not been done in five years.

Other continuing Advisory Council Chairs are Ann Jensen, Archives; Miriam Ciochon, Consultation; Judy Gerstle, Mailing; Terry Dean, Special Publications; and Angie Brunton, Networking.

Wess Murdough reported on the invitation from the California Library Association to participate in planning a Millenium Conference in the year 2000. ■

*Ella Hirst, Chapter Secretary, is a librarian at the San Francisco Public Library.*

## SLA SAN FRANCISCO BAY REGION CHAPTER TREASURER'S REPORT

For the period: 6/23/94 - 6/30/95

### INCOME

Allotment	7,210.00
Bulletin ads	14,991.75
Bulletin equipment	275.00
Directory ads	1,880.00
Fundraising	5,910.00
Interest	320.76
Library tours	1,362.00
Meetings	13,010.95
President-Elect	25.00
Prof. development	7,215.00
<b>Total Income</b>	<b>52,200.46</b>

### EXPENSES

Academic relations	922.22
Answering service	150.00
Bank charges	10.00
Bulletin	14,902.22
Bulletin ads	50.22
Bulletin equipment	2,632.00
Director - Program	3,331.04
Directory	842.22
Elections	453.52
Hospitality	160.94
Infoline	606.73
Library tours	1,923.54
Meetings	13,815.05
Networking	140.00
Nominating	41.20
Past-President	847.87
President	1,101.49
President-Elect	12.23
Prof. development	2,401.84
Secretary	3.32
Treasurer	7.25
<b>Total Expense</b>	<b>44,354.90</b>

**TOTAL INCOME/  
EXPENSE** **7,845.56**

### ASSETS

Certificate of Deposit	8,620.92
Checking Account	39,659.27

**Total Assets** **48,280.19**



**CALENDAR****SEPTEMBER 1995**

**Sept. 6: *Using the Internet Part 1: Introduction and Getting Connected.*** UC Berkeley Extension. UC Extension Downtown, 6:30 p.m. - 9:30 p.m. \$95. (*Part 1 repeated Sept. 9 and Sept. 19 at different times and locations.*) For information call 510-642-4111.

**Sept. 11-Oct. 9 (five Monday evenings): *Communication Pathways: Navigating the Information Superhighway.*** CSU San Francisco. CSU San Francisco Downtown campus. 9:00 a.m. - 5:00 p.m. \$325. For information contact 415-904-7700.

**Sept. 11-Nov. 13 (ten mornings or evenings): *The Internet: A Step-by-Step Approach.*** UC Berkeley Extension. UC Extension Contra Costa Center, San Ramon, 9:00 a.m. - Noon, \$395 or Menlo College, Atherton, 6:30 p.m. - 9:30 p.m., \$395. For information contact 510-642-4111.

**Sept. 13: *San Francisco Bay Region Chapter Dinner Meeting.*** Speaker: Dean Keith Simonton, Professor of Psychology, UC Davis. Yank Sing Restaurant, San Francisco. For information contact Wayne Gribbling, 415-957-3172.

**Sept. 14-15: *Special Libraries Association. Middle Management Institute: Analytical Tools.*** Chicago, IL. For information contact SLA Professional Development Dept. 202-234-4700, ext. 649.

**Sept. 15: *Los Angeles Chapter of the American Society for Information Science 1995 Annual Workshop: "Presdigitization": Magic and Science with Digital Resources.*** Marina del Rey, 8:00 a.m. - 4:00 p.m. For information contact Nancy Zachariasen 818-395-6704.

**Sept. 16: *Using the Internet Part 5: Creating Home Pages for the World Wide Web.*** UC Berkeley Extension. UC Berkeley campus, 9:30 p.m. - 4:30 p.m., \$225. (*Part 5 repeated Dec. 3 and Dec. 6 at different times and locations.*) For information contact: 510-642-4111.

**Sept. 19: *San Andreas Chapter Meeting.*** Tandem Computers, Cupertino. For information contact Wynne Dobyns 408-974-5054; dobyns.w@applelink.apple.com.

**Sept. 20: *Using the Internet Part 2: Basic Tools.*** UC Berkeley Extension. UC Extension Downtown, 9:30 p.m. - 4:30 p.m., \$200. (*Part 2 repeated Sept. 23 at the same time on the UC Berkeley campus.*) For information contact 510-642-4111.

**Sept. 20 - Dec. 6 (ten evenings): *Online Searching and Electronic Research.*** UC Berkeley Extension. San Francisco Market Street Annex, 6:30 p.m. - 9:30 p.m. \$450. For information contact 510-642-4111.

**Sept. 21: *SLA Distance Learning Program: Issues Concerning Electronic Copyright.*** SLA, in conjunction with Lexis-Nexis. 353 Sacramento St., Suite 800, San Francisco. 4:00 p.m. - 6:30 p.m. See announcement on page 11 of this *Bulletin* issue.

**Sept. 29: *The Information Highway: What, Where, Why and How.*** CSU San Jose Continuing Education. Professional Development Center, San Jose, 9:00 a.m. - 4:00 p.m., \$190. (*Repeated Oct. 27, same time and place.*) For information contact 408-985-SJSU.

**Sept. 30: *Sharing Resources Electronically: An Introduction to Networking for Librarians.*** UC Berkeley Extension. San Francisco UC Extension Downtown, 9:30 a.m. - 4:30 p.m. \$185. For information contact 415-323-8141.

**OCTOBER 1995**

**Oct. 6-7: *Association for Library Collections and Technical Services (ALCTS) Fall Institute: Serials Cataloging in the Age of Format Integration.*** Cathedral Hill Hotel, San Francisco. Registration deadline is two weeks before the event, or when filled. For information contact Yvonne McLean 1-800-545-2433, ext. 5032, or email yvonne.mclean@ala.org.

**CALENDAR, continued on page 18.**



**CALENDAR**, continued from page 17.

**Oct. 7: *Using the Internet Part 3: Resource Tools.*** UC Berkeley Extension. UC Berkeley campus, 9:30 p.m. - 4:30 p.m., \$200. (*Part 3 repeated Oct. 11 and Oct. 14 at the same time, at UC Extension Downtown and on the UC Berkeley campus, respectively.*) For information contact: 510-642-4111.

**Oct. 9-12: *American Society for Information Science.*** Annual Meeting. Chicago, IL. For information contact ASIS 301-495-0900.

**Oct. 11: San Francisco Bay Region Chapter Dinner Meeting.** Speaker: Arthur Quinn. East Bay location to be announced.

**Oct. 12: *Cataloging Basics.*** UC Berkeley Extension. Menlo Park campus, 9:30 a.m. - 4:30 p.m. \$115. For information contact 415-323-8141 or WWW: <http://info.berkeley.edu/sims/conferences/>

**Oct. 14: *Second Annual Conference for Paraprofessional Library Staff: Skills for a Changing Workplace—Workshops for Staff Working in Any Library Setting.*** Peninsula Library System, South Bay Cooperative Library System, and Bay Area Library and Information System. 8:30 a.m. - 3:30 p.m. Foothill College, Los Altos. For information contact Diane Ortiz 415-349-5538.

**Oct. 20: *Internet Proficiency.*** CSU San Jose Continuing Education. Professional Development Center, San Jose, 9:00 a.m. - 4:00 p.m., \$240. (Repeated as two evening sessions on Nov. 1-2.). For information contact 408-985-SJSU.

**Oct. 26: San Francisco Bay Region Chapter Professional Development Workshop: Government Resources on the Internet.** Chevron Building, San Francisco, 9:00 a.m. - 11:30 a.m. For information contact Robert Burke 415-565-2300.

**Oct. 28: *Business Resources on the Internet.*** UC Berkeley Extension. Walter Haas School of Business, UC Berkeley campus, 9:30 a.m. - 4:30 p.m., \$235. For information contact 510-642-4111.

**Oct. 30: *The World Wide Web and Popular Browsers.*** CSU San Jose Continuing Education. Professional Development Center, San Jose. 5:45 p.m. - 9:45 p.m., \$140. For information contact 408-985-SJSU.

**NOVEMBER 1995**

**Nov. 2-3: *Special Libraries Association State-of-the-Art-Institute: Southeast Asia: The Information Age.*** For information contact SLA Headquarters 202-234-4700.

**Nov. 3: *SLA San Andreas Chapter Professional Development Workshop: Home Sweet Home Page: Creating a Presence on the Web: Why? How? Issues and Answers.*** Sun Microsystems, Mountain View, CA. 8:00 a.m. - 12:30 p.m. See announcement on page 10 of this *Bulletin* issue. For more information contact Lorna Corbetta Noyes at 415-691-2275.

**Nov. 8: *Using the Internet Part 4: Search Strategies.*** UC Berkeley Extension. UC Extension Downtown, 9:30 p.m. - 4:30 p.m., \$200. For information contact 510-642-4111.

**Nov. 11: *Navigating the Internet: Drivers Ed for the Information Superhighway.*** CSU San Francisco. CSU San Francisco Downtown campus. 9:00 a.m. - 5:00 p.m. \$115. For information contact 415-904-7700.

**Nov. 11-14: *California Library Association Annual Conference: Celebrating One Hundred Years.*** See announcement on page 13 of this *Bulletin* issue.

**Nov. 18: *Ethics of the Internet: A Conference on Ethical and Policy Issues.*** UC Berkeley Extension. UC Berkeley campus. 9:30 a.m. - 4:30 p.m. \$35. For information contact 415-323-8141 or WWW: <http://info.berkeley.edu/sims/conferences/>

**Nov. 18-19: *Using Online Computer Databases for Business and Market Planning.*** UC Berkeley Extension. San Francisco Market Street Annex, 9:30 a.m. - 4:30 p.m. \$220. For information contact 510-642-4111.

**CALENDAR**, continued on next page.



**CALENDAR**, continued from previous page.**Nov. 29-Dec. 20 (four Wednesday evenings):**

**Multimedia and the Internet.** CSU San Francisco. CSU San Francisco Downtown campus. 9:00 a.m. - 5:00 p.m. \$325. For information contact 415-904-7700.

**Nov. 20-Dec. 18 (five mornings or evenings): The World Wide Web and Browsers.** UC Berkeley Extension. UC Extension Contra Costa Center, San Ramon, 9:00 a.m. - Noon, \$295 or Menlo College, Atherton, 6:30pm-9:30pm, \$395. For information contact 510-642-4111.

**JANUARY 1996**

**Jan. 25-27: Special Libraries Association. Winter Meeting.** Cleveland, OH. For information contact SLA Headquarters 202-234-4700.

**FEBRUARY 1996**

**Feb. 7-9: Joint Medical Library Group of Southern California/Northern California Nevada Medical Library Group Meeting: Countdown to the Millenium: An Information Odyssey.** For information contact Marsha Kmec 818-364-4240 or ecz5kxm@mvs.oac.ucla.edu; or Kathy Verdugo 909-920-4972; or Helen Seaton 602-965-7609 or ichjs@asuvm.inre.asu.edu.

**APRIL 1996**

**Apr. 18-21: Association of Independent Information Professionals Annual Conference.** Albuquerque, NM. For information contact AIIP at 212-779-1855.

**JUNE 1996**

**June 8-13: Special Libraries Association Annual Conference.** Boston, MA. For information contact SLA Headquarters 202-234-4700.

Send Calendar items to Marie McKenzie, McKenzie Information Associates, 845 Highland Avenue, #3, San Mateo, CA. 94401-2246. 415-342-5781, 415-342-3185(fax), mckenzie@netcom.com.

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Special Libraries Association

# San Francisco Bay Region Chapter



**BULLETIN**

November/December 1995 Volume 66, Number 3

## President's Message

By Diane Rosenberger

714 . . . 772 . . . 793 . . . 810 . . . 762 . . . 713 . . . Going up, going down. No, these are not SAT scores—especially the 810 figure. They are our Chapter's year-end membership counts since 1990. Speaking as last year's membership chair, I would attribute the net decline to two factors: During this period SLA membership dues rose from \$75 to \$105, and the UC Berkeley library school was undergoing reorganization. While these are understandable reasons for our drop in membership, none of us should feel satisfied about being among the thirty SLA chapters (out of an international total of fifty-six) who have experienced an overall decline in membership.

What can the Chapter do to correct this recent trend? One thing I did last year was send a follow-up letter to all who had inquired about membership but who had not followed up by joining. SLA Headquarters routinely sends several mailings in an attempt to motivate members who have allowed their membership to lapse, prior to deleting them from the roster, so I did not feel it necessary to send a letter or make a phone call in the name of the Chapter. Should such a local effort be considered now? Another idea is to suggest to SLA Headquarters that it offer a reduced first-year membership rate for newcomers. For someone just starting out, or perhaps not yet employed, reduced first-year dues might be an incentive to join.

What can Chapter members do? The most useful individual action that members can take is to look to the people they know. If you know of someone who is not a member but you feel should be, talk to them about joining. Whatever we do as an organization, it is still up to us individually and as a chapter to convince special librarians that the San Francisco Bay Region Chapter is a dynamic, vibrant group—one of the best groups going for librarians and information specialists in the Bay Area. If you have additional ideas about membership recruitment or retention, send them to Linda Vida-Sunnen, this year's President-Elect/Membership Chair.

Continued on page 5

## Inside . . .

**Net Talk**, a column in which members may share tips about their Internet experiences, debuts in this issue with an article on **Browsing Publisher Pages on the World Wide Web** on page 12.

Read about **Berkeley's New Dean of the School of Information Management and Systems**—page 14. A call for volunteers to host **San Jose State class visits to special libraries**. Can you help? See page 15.

"**Under Assault? . . . Offense, The Best Strategy**" a reprint of an article by Lynda Moulton is guaranteed to spark debate at the watercooler. See page 16.

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## San Francisco Bay Region Chapter BULLETIN

Jeanne Fong, Editor  
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 Geri Kaman  
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The San Francisco Bay Region Chapter Bulletin is published bi-monthly July through May. Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association.

## FROM THE EDITOR'S DESKTOP

By Jeanne Fong

Welcome to three new members of the *Bulletin* Committee—Ella Hirst and Marlene Vogelsang, who are making their first appearances in this issue as co-editors of Kaleidoscope, and Geri Kaman, the first-ever editor of Net Talk, a new column devoted to reducing some of the confusion known as the Internet.

As Chapter President Diane Rosenberger states in her message, the vitality of our Chapter is as good as the sum of its individual parts. Kaleidoscope plays an important role in keeping us attuned to what is happening around the membership—whether it be the unpleasant news of someone's forced involuntary leisure, the triumph of getting a new permanent job, or recognition of a particular contribution to the profession. Let's hope that Ella and Marlene find themselves reporting more and more positive news as the year goes on.

Net Talk will be a forum in which members may share Internet discoveries that have benefitted them in their work. Guidelines for submission are simple—topics must be related to the Internet and aimed at the beginning and intermediate Internet user levels, be practical in nature and be of interest to a broad audience. Sample articles might feature a business librarian writing about his or her favorite WWW site for government industry statistics; an information specialist writing a review of several paper and electronic manuals for learning how to do HTML mark-up; or a science librarian's experiences in finding ftp sites for technical reports.

To inaugurate Net Talk Kelly Ward has described some of his favorite URLs in "Browsing Publisher Pages on the World Wide Web."

Geri Kaman begins her Net Talk editorship with the January/February *Bulletin* Issue. Start planning what you would like to write about today!

### BULLETIN Copy Deadlines:

January/February issue	November 22
March/April issue	February 1
May/June issue	April 15

Submit *Bulletin* copy on email, or disk with accompanying print-out. Keep formatting and fonts as simple as possible and avoid tabs. I work from Word for Windows on PC, but can also use files in ASCII (preferred), Word for Mac or PC, and Word Perfect. Send to: Jeanne Fong, *Bulletin* Editor, Kresge Engineering Library, 110 Bechtel Engineering Center, University of California, Berkeley, CA. 94720-1796. 510-643-5565 or jfong@library.berkeley.edu.



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**President's Message** continued from page 1

P.S. Several people have told me they enjoyed reading my last message about visiting libraries when on the road, but Barbara Newcombe actually wrote to say she always drops into libraries of any type when she travels. "These included newspaper libraries in the U.K., Turkey and Egypt. Dubrovnik turned up an adorable children's library run out of a basement room in the working section of town. And, most touching, an art AND science library just on the main central plaza of Poznan, Poland. The librarian spoke no English, nor I Polish or German. However, we did stumble along in French. She told about hiding the books from the Germans and Russians, and then digging them out again and setting up the library. It was a huge room — FULL of people, apparently working very hard. It made me feel yet once more how lucky we are in the States. We really do not appreciate our good fortune. I hope it never has to be taken from us in order for us to treasure and support it." ■

*Diane Rosenberger is Systems Librarian at the Federal Reserve Bank of San Francisco.*

**Read All About It !!**

**San Francisco Bay  
Region Chapter  
Bylaws  
Changes**

Attached to this issue of the *Bulletin* are proposed changes to our Chapter bylaws.

**Read All About It !!****MEET OUR NEW MEMBERS****By Susan Brown**

**Deanna Adams** has recently returned to the Bay Area and is working through Advanced Information Management. She is hoping to find permanent work in either a special library or in a community college. Deanne joined SLA to network and find out more about the profession. 415-965-7799

**Jennifer Ewing** is a librarian at Navigation Technologies, creator of a digital geographic database for vehicle navigation. She has been with this company for eighteen months since finishing library school in May at CSU San Jose. Previously Jennifer had held a number of jobs that have given her useful library experience. She joined SLA in order to make contact with other librarians. 408-737-3285; jenne@navtech.com

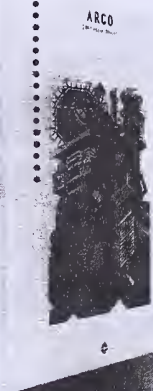
**Velva Hampson** has recently moved here from Boston and is working temporary jobs through Advanced Information Management and Taylor & Associates while seeking full time employment. She attended Simmons library school immediately after completing her undergraduate degree in music. velvalynn@aol.com

**Tony Landolt** has been an Infotrieve field service representative for three years but has actually been in the information service business for eight years. He joined SLA because he interacts regularly with SLA members at UC Berkeley and he enjoys the Chapter's monthly meetings. 415-664-1484; dds@netcom.com

**Mara Matsumura** has been librarian at Cell Genesys in Foster City for eighteen months having been a biotech librarian for over ten years. She has been a member of the San Andreas Chapter of SLA for five years and decided to join the San Francisco Chapter for its reputation as a strong chapter that sponsors fun meetings and tours. 415-358-9600; matsumura\_mara@cellgenesys.com ■

*Susan Brown is Business Librarian at John F. Kennedy University in Walnut Creek. New chapter members can reach Susan at 510-295-0605 or browns@garnet.berkeley.edu.*

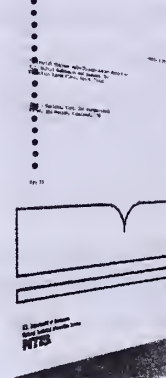
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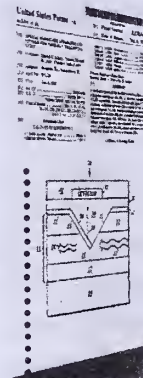
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## KALEIDOSCOPE

By Elia Hirst

As a new season begins several Chapter members have found new positions.

**Dan Cunningham** is happily situated in Oakland at Crosby, Heafy, Roach & May, where he is a reference librarian. He is enjoying being at a large law firm, but expressed some concern about leaving San Francisco eateries behind. We hope he is discovering suitable fare in his new surroundings. Dan can be reached at 510-466-6194 or [cunningd@netcom.com](mailto:cunningd@netcom.com).

Also in downtown Oakland is **Cate Hutton**, who accepted a new position as a Researcher/Librarian in the University Relations Department at the University of California systemwide office. She will develop an electronic library and provide research to support the University's Communications and Advocacy programs. She continues her involvement with Tibetan library development which she began in 1993 as an American Libraries Association Fellow. She has founded the Tibet Small Libraries Project, and next summer she will begin supervising construction of the first of eight rural libraries. Don't miss Cate's presentation on her travels and work in Tibet, which will be the program for our November breakfast meeting. Cate's new phone: 510-987-9177; fax 510-987-9173; email: [cate.hutton@ucop.edu](mailto:cate.hutton@ucop.edu).

Aiding our own Chapter development through her services as Fundraising Committee Co-chair, **Sara Pedersen** writes that she just got a new job as a business subject consultant at Knight-Ridder Information, Inc. in Mountain View. She will continue to work as a part-time reference librarian at Golden Gate University.

In response to a plea for gossip, former Kaleidoscope editor **Marie McKenzie** claims that "nothing particularly noteworthy is happening." However, in addition to taking care of her own clients and serving as Chapter Assistant Program Director, she is working as an independent contractor at Apple, where she joins fellow Peninsulan **Anna Mancini**.

Congratulations to last year's Professional Development Chair **Deborah Hunt**, Principal of Information Edge. Her winning brochure took first place in the annual competition of the Consultants Section, SLA Library Management Division Swap & Shop sponsored by Lexis/Nexis at the Montreal Annual SLA Convention. Her prizes were a significant monetary award and a beautiful plaque.

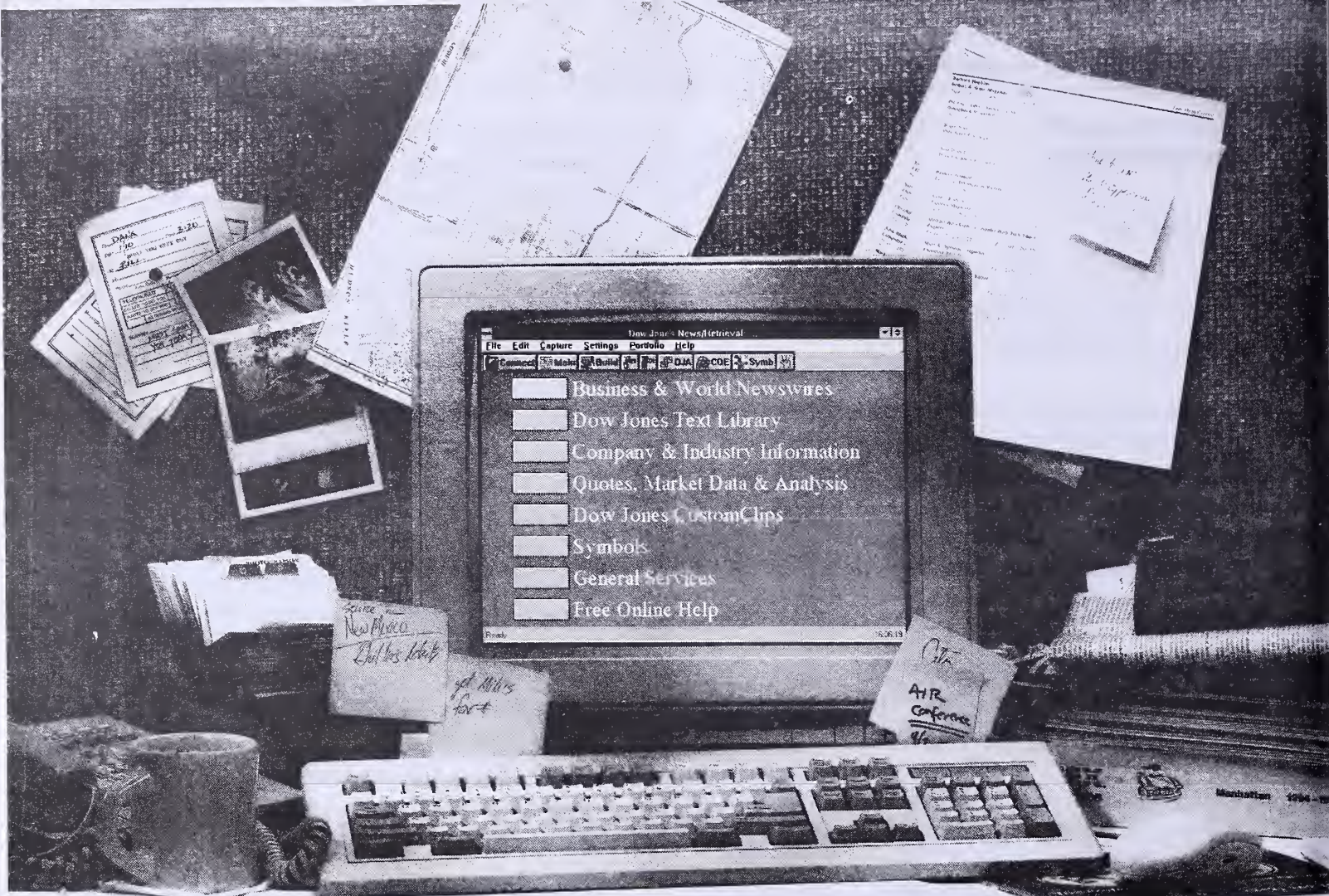
Archives Chair **Ann Jensen** of the UC Berkeley Kresge Engineering Library and Julie Shi of UC San Diego co-authored "Using E-mail and the Internet to Teach Users at Their Desktops" (*Online*, September/October 1995, pp.82-86). The two engineering librarians describe their success in delivering instruction modules to students via email. The tutorials contained six lessons in using INSPEC on UC's MELVYL system. The authors note that library users most adept at using dial-up and Internet access to library resources are those least likely to avail themselves of traditional library instruction. Response to email instruction, however, has been positive.

Harkening back to her newsroom days, **Chris Orr** will be moderating a roundtable discussion of "Information Gathering in the Online Age" at the upcoming Association of Alternative Newsweeklies regional meeting. Fellow chapter members **Andy Kivel** and **Barbara Newcombe** will be on the panel. The convention brings together publishers, editors and staff writers of diverse alternative newspapers in California, Washington state, Oregon and Nevada, and includes *the Express*, *SF Bay Guardian*, *Metro*, *Willamette Week*, *Seattle Weekly*, and *LA Weekly*.

Spotted doing research in the Business, Science & Documents Department of the San Francisco Public Library: Advisory Council members **Betsy Fowler**, **Mark Mackler**, and **Mary Torres**. ■

Remember GIGO? "Gossip in, gossip out." Don't forget to send your Kaleido]Scope Notes to your new co-editors: **Marlene Vogelsang**: [MXV6@pge.com](mailto:MXV6@pge.com) and **Ella Hirst**: [ellah@netcom.com](mailto:ellah@netcom.com). When not gathering gossip, you may find Marlene at the PG&E Energy Center, San Francisco, and Ella at the San Francisco Public Library.





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## SLA INTERNATIONAL RELATIONS COMMITTEE

### *Adopt a Library*

By Marydee Ojala

The International Federation for Information and Documentation Education and Training Committee (FID/ET) and the Special Libraries Association International Relations Committee are sponsors of "Adopt a Library School", a joint project involving volunteers who supply professional library journals to library schools in countries where purchasing subscriptions is not feasible due to lack of funding.

Special librarians who have duplicate copies of professional journals or journals they do not keep are requested to save these issues for donation to a specific library school.

Journal titles such as SLA's *Special Libraries* and *The Specialist* are of interest, along with *American Libraries*, *Library Journal*, *College & Research Libraries*, *Online*, and other similar professional titles. There are approximately fifty library schools in Asia, Eastern Europe and Africa

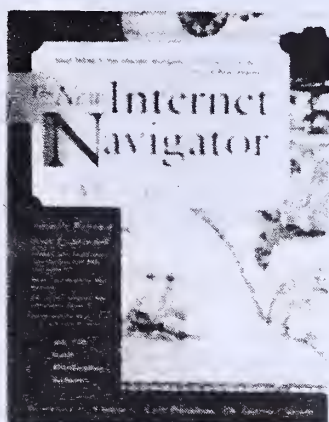
who, at our first call, have expressed interest in receiving journals.

Chapters and/or individuals interested in participating in the Adopt a Library School Project should send a letter or email to the FID office in Copenhagen stating which journal titles they can donate. The Chapter and/or individual will then be matched with a library school. It will be the responsibility of the Chapter and/or individual to regularly send the journals to the "adopted" library school. This is a marvelous opportunity to share resources with our professional colleagues in less affluent countries, to expand their understanding of contemporary professional issues, and to demonstrate the international nature of the Special Libraries Association.

The contact for the FID/SLA project is Dr. Irene Wormell, Royal School of Librarianship, Birketinget 6, DK-2300 Copenhagen S. Denmark. The phone is +45-3158 6066; fax +45-3284 0201, and email iw@db.dk. ■

*Marydee Ojala, European Chapter Newsletter Editor Chair, Business & Finance Division International Relations Committee.*

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**SOAPBOX**

*Membership Directories: The Long and Winding Road*

By Tom DeWolf

When Soapbox Editor Terry Dean asked me to contribute an article on the subject of directories, I suspect she was not aware of how many rooms of people I have cleared out by expounding on this topic. I confess to being puzzled that everyone does not share my enthusiasm. I think directories represent the essence of why we join organizations such as SLA—to find out who our counterparts are and where to find them. The other fascinating aspect to this topic is that producing a good chapter directory has always been so difficult, because a good directory should be more than a list of names and addresses. It should be a useful tool for networking. (Oh no! I knew that word was going to come up. How about “mutual exploitation” instead?)

For many years, the combined efforts of the San Francisco and San Andreas Chapters produced

such a directory. Since it grouped employed members by organization, provided a list of unaffiliated members and a master index of members, with even a subject index for organizations, it has been a wonderful means of bringing us together. But it has also been a pain in the posterior to produce. A bit of history is in order here (this is where eyes begin to glaze over and people start looking at their watches).

For the first decade of its existence, the database that produced the directory resided on the mainframe of SPIRES at Stanford. Inputting new or changed data had to be done after normal business hours and, for the first several years, at Stanford. Countless volunteers bear the emotional scars of this ordeal. Outputting was not much better. The report came out as an ASCII file, which was massaged laboriously for weeks or months to get the proper format. A logical question to ask at this point is, “Where is SLA Headquarters in this process?” Well, in the first place, reams of confusing computer printouts from SLA Headquarters heralded membership changes; these had to be rekeyed. Even when SLA Headquarters began distributing membership data on diskette, each affiliation of a member was

Continued on page 22, column 1

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## NET TALK

*Browsing Publisher Pages on the World Wide Web*

By Kelly Ward

Computers will usher in a paperless society. Isn't that what used to be said? The increasing availability of digitized books, on disk and over the Internet, will make printed books obsolete. Aren't some saying that now? Well, although someday we may be dragged kicking and screaming into an era in which books need batteries and paper cuts are but a painful memory, it is not likely to be soon. For the time being and for the foreseeable future, the printing press and the Pentium should get along together quiet well. You are likely to agree after taking a tour of the burgeoning book resources available on the Internet.

Since nearly all librarians share some kind of a professional interest in books, this column is being launched with an introduction to a few of the better online clearinghouses for book resources. The number of publishing firms providing access to their products through home pages on the World Wide Web (WWW) has been growing at a phenomenal rate as publishers discover how useful it can be in attracting customers. Book publishers' catalogs, book sellers, book fairs and conventions, and book oriented listservs can all now be found on the Internet. Most can be reached easily by first gaining access to one of a handful of WWW sites.

I will begin with **Bookwire** (<http://www.bookwire.com>) for no reason beyond their slogan: "The first place to look for book information on the World Wide Web". More than a compilation of book links to publishers' catalogs and book sellers' home pages, Bookwire also indexes links to library catalogs around the world, to discussion forums, to

calendars of events, to just about any kind of book or publisher's resource available. It also presents its own stable of resources such as literary reviews and reports from major book events such as the Frankfurt Book Fair. It tries to provide added value by applying some organization to the mess of what is available online. It is evolving, having recently been acquired by Individual Inc., and it remains to be seen if Bookwire will continue to develop with the same dedication to the book person it has shown thus far, but I have high hopes for it.

To step into really friendly territory for the acquisitive librarian, though, a visit has to be made to the home page of **AcqWeb** (<http://www.library.vanderbilt.edu/law/acqs/acqs.html>). A certain Ms. Acquisitions, known to her associates at Vanderbilt Law Library as Anna Belle Leiserson, has assembled a home page that feels like home to a librarian. It has a warm, made-for-your-benefit, atmosphere (so don't tread on the cats scattered about the place). It includes many of the features to be found in other book resources, but also many more, arranged by librarians with librarians in mind. (You might look for the pointer to the **SLA Home Page**: <http://ils.unc.edu/SLA/home/sla95.html>.) AcqWeb's mammoth **Alphabetic Directory of Publishers, Vendors and Related Links on the World Wide Web** ([http://www.library.vanderbilt.edu/law/acqs/pub\\_alph.html](http://www.library.vanderbilt.edu/law/acqs/pub_alph.html)) contains over 750 links to publishers' and vendors' catalogs. There is also an index in which the links to publishers are arranged by broad subject area.

Even the wise Ms. Acquisitions, though, when looking for publisher links indexed by country, defers to Peter Scott of Northern Lights Internet Solutions Ltd., with a link to his **Publisher's Catalog Home Page** (<http://www.lights.com/publisher/index.html>). It has links to other resources, as well, but its main strength is its geographical arrangement.

Continued on page 22, column 2



**PUBLICITY COMMITTEE*****Chapter Home Page Under Development*****By Molly Skeen**

The Publicity Committee has taken on the development of a World Wide Web home page as its project for the year. We plan to provide Internet access to the Chapter's Jobline, the Chapter *Bulletin*, announcements of meetings, library tours, and continuing education programs, the Executive Board and Advisory Council directories, and links to other special library-related sites.

A committee of six working together primarily over email, we are tracking down sources for content, finding graphical images, developing an organization, and coding in HTML.

The committee is exploring various options for a file server location for the home page, preferably at no charge. If you know of an organization that can sponsor us, please contact one of us. Committee members are Stephanie Fish, Geri Kaman, Jaye Lapachet, Marlene Vogelsang, Linda Weir, and Committee Chair Molly Skeen. ■

*Molly Skeen is Supervisor of the  
PG&E TES Library and  
Information Service, San Ramon.*

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## UC Berkeley Names Dean for New Information School

By Chris Orr

It's official. UC Berkeley has created a new information school and appointed a dean. Hal Varian has been heading the School of Information Management and Systems (SIMS) since October 1. The next steps will include curriculum development and the hiring of faculty. To recap the history a bit, admissions to the former School of Library and Information Studies (SLIS) were suspended in the fall of 1993 pending review of the school's programs by the campus Academic Planning Board. The Board presented its recommendations for a new school to the UC Board of Regents in February 1994. That recommendation was finally approved by the Regents last May, paving the way for recruitment of a new dean.

Hal Varian is an alumnus of Berkeley where he received both his M.A. in Mathematics and Ph.D. in Economics. He then went to the University of Michigan where he held the Reuben Kempf Chair in Economics. Known internationally as an original scholar in economic theory, with recent interests in the analysis of information resources, Varian will help establish a new discipline and curriculum at the school. (Learn more about Dean Varian on the WWW at <http://gopher.econ.lsa.umich.edu>.)

Acting Dean Nancy Van House is very pleased about the appointment of Dean Varian and the prospects of starting to plan for the opening of SIMS hopefully by fall 1997. "This culminates five years of thinking about how Berkeley can best address the needs of this emerging field. It positions Berkeley to take a leadership role in an area of growing importance," she said. Having played a key role in securing the school's future, Van House has agreed to stay on as Associate Dean during the 1995/1996 academic year.

The faculty and administrators who planned the new school envision a healthy continuity from the previous SLIS. Contemporary issues such as property rights on the Internet, and the pricing, structure, and validation of information will be areas of study, with focus on the management and technology of information systems. Master's graduates of the school will work in designing and managing information systems and functions in the public and private sectors, with libraries, the information industry, other businesses, and government being among their many employers. Doctoral graduates will teach in a variety of academic units, do research and development in the information industry, and work in government addressing information policy. ■

*Chris Orr is librarian at Benjamin/Cummings Publishing Company, Redwood City.*

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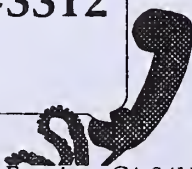
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## ***Libraries Needed for San Jose State University Class Visits***

By Bill Fisher

Hello! My name is Bill Fisher, professor in the School of Library & Information Science at San Jose State University. Our Special Libraries class meets during the spring semester (roughly from late January to mid-May), and in the past that course has included a fieldwork component that required students to find a site that was willing to work with them for sixty hours during the semester. While many of you have graciously participated in this part of our program, in the past couple of years it has become increasingly difficult to get all the students placed in a timely fashion and with meaningful assignments. Also, this coming spring I will be teaching the course over our ATM network, so I will be instructing students from both northern and southern California.

Accordingly, I would like to try something different this spring: in place of the fieldwork I would like the students to visit three special libraries/information centers. The process would work like this: Groups consisting of three or four students each will visit three libraries at a day and time negotiated between the group and the participating library. Individual groups may wish to visit three very different types of special libraries to get an

overview of the field or visit three libraries of the same type to see how things are (or are not) done differently at different places. Participating libraries would be visited by one group (or, at the very most, two groups), so your commitment would be a matter of hours, not weeks. I anticipate the visits would be made in late-March and April.

So at this point I am looking for special libraries that are willing to host visits. Once the semester begins and the students get organized, I will let you know if a group is planning to contact you. If you would like to be included as a visit site, please send me the name, address, phone number, fax number, and e-mail address of the contact person at the site. I will need the information by 17 January 1996.

Thanks for your interest and participation. ■

Bill Fisher

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## FEATURE ARTICLE

# *Under Assault? . . . Offense, the Best Strategy*

By Lynda W. Moulton\*,  
Professional Development Chairperson,  
Library Management Division

The March 7 issue of the Wall Street Journal played right into my hands for this article already in development. **CORPORATE LIBRARIANS find the information boom can threaten their jobs** the header proclaimed. In two short paragraphs it summarized the failure of corporate librarians to effectively manage the packaging and sale of their expertise, and describes the free program offered by Knight-Ridder to teach librarians selling skills. The article concludes with a parenthetical "Since 1978, 15 of the 75 U.S. and Canadian library schools accredited by the American Library Association have closed." To which my immediate rejoinder was "let's hurry up and close the rest and start over." Now in today's mail comes the *SpeciaList* with Didi Pancake's push for us all to provide the impetus to the movement to improve competencies of special librarians through improving the educational foundation.

This is also a wake up call to library school professors who have never worked in corporate America, who don't know what it means for an information professional to understand the essence of his/her corporation's business technology. Business knowledge is critical to success as an information profession in an organization. You can't work in the steel industry and help engineers find primary, unique special information if you don't learn the meaning of *slag* or *arc furnace* or the importance of electric power industry information to your users. Nor can you expect to succeed in biotechnology if you don't understand the critical need for indexing and maintaining prior art literature and detailed bibliographies on every aspect of research during a multi-year development project for supporting FDA filings. Where are graduate ILS programs teaching these business orientation skills?

But what is the point of improved ILS programs if:

The people who are attracted to the profession prefer inventory control management, task oriented work, to the intellectual challenge of careful indexing.

The people who come into our corporate libraries are more interested in exercising their skill at implementing standard procedures and protocols like *assigning the correct call number in the correct format* on their books, over indexing highly critical proprietary publications. These materials may represent millions of dollars in research, reports which, when they cannot be retrieved, represent the loss of corporate memory.

The people who believe they are being trained as specialist librarians never do anything more special than placing orders for *journals* instead of *magazines*.

Today's corporate world is built on innovative research and development; the research must be supported every step of the way with information specialists who know the literature and other information resources of the specialty where they are working. These specialists must not just be the navigators of the highways to the information, they must build pathways to the information through indexing and retrieval systems using both subject and indexing skills and expertise.

### Things to Consider Abandoning

First, we must set aside activities in corporate libraries that don't benefit our organization. Specific operations will vary from one company to another, and the following suggestions may cause immediate defensiveness at the thought of eliminating some of these sacred cows of librarianship. But consider the Association's original motto (abandoned for a time but back again, thank goodness) *putting knowledge to work*. If the knowledge you so carefully collect and organize isn't *working* to bring the goals of the organization further ahead, then perhaps it's time to evaluate what you are accomplishing using your expert skills.

Think about *eliminating*:

- **Overly elaborate assignment of Classification Numbers on monographs.** Classification schemes were devised for one primary purpose:

to collocate similar materials for improved browsability of the collection

and one secondary purpose:

to give each monograph it's unique position on the shelf.

Considering the low level of importance of a book collection to Research & Development activity compared to other information resources, it's amazing how much money librarians will use

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## Commentary on "Under Assault? . . ."

By Rita Evans

Lynda Moulton's article, "Under Assault?" (see opposite page) takes a practical approach to challenging our usual way of doing things in our libraries, so I suggested to Editor Jeanne Fong that it would be worth reprinting. I'm sure a lot of us will find it thought-provoking.

Having been in corporate libraries throughout my career, I have come to the heartfelt belief that one should dispense with the "right" way of doing things, i.e., the library way, when it fails to contribute to the effective delivery of information services. While I was shocked to discover, on my first job out of library school, that in the real world we did not have to adhere to AACR2, check in magazines, enforce loan periods, or worry about having an air-tight ILL policy, I quickly adapted to the new state of affairs and have happily pursued it ever since.

A couple of weeks ago, one of our engineers asked for our log for checking in magazines. I told him we did not have one, that we did not derive enough benefit from checking in magazines to justify the time required. He shot back, "So you don't really know whether you have a particular issue or not!" as if this were some great revelation.

I replied that in some cases I don't know, but if it's not here, and it's important enough for someone to notice, we'll get it. Otherwise, I don't really care. And by the way, what are you looking for? It turned out that all he wanted was to be added to the routing list for one of our titles, and I think he even bought my argument about not checking in the magazines.

(By the way, does this customer sound familiar? Don't ask the information provider for what you need — come in on a tangent, preferably one that provides an opening to challenge her/his ability to manage the information at hand, and only reveal your true desire under direct questioning.)

While it is one thing to respond when a customer who knows nothing about managing a library challenges you, I can get a bit more defensive when my colleagues ask the questions. Recently I was asked by the librarians at another electronics firm about my book catalog.

It was almost ten years ago that I joined Dolby Laboratories and tackled the job of organizing and cataloging the book collection. I chose to do minimal cataloging after deciding that I was not going to measure the spine in centimeters, bother with publisher or place or sweat the copyright dates, use LC subject headings (entrenched somewhere in the pre-Information Age), or trace series. I decided

to record title and author(s), and do some basic subject indexing using terms familiar to the engineers in my organization - period. For a time the catalog even existed only as a non-sortable document produced on Word software.

So when my fellow librarians asked about my book catalog, I was a little vague at first, wondering if I should admit to not having contemplated a main entry in almost a decade. But by golly, that catalog works for us! We have a small book collection (about thirteen hundred volumes) and, as Moulton notes in her article, in an R&D environment, books just are not important enough to warrant a lot of effort. So I described what I had done, emphasizing that it had proven to be effective in my particular organization. (And why wasn't I told in graduate school that this was OK to do?)

I cannot remember when I first became aware of the idea that corporate librarians are not hired to develop or manage good libraries, but rather we are hired to deliver information services that support our customers in doing their jobs. It is a bonus if we happened to end up with a great library in the process of delivering that information, but it is not our *raison d'être*. (With excellent company support, I have indeed assembled a superb library, but that is not why I am considered a valuable employee.)


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"Under Assault? . . ." continued from page 16

from their budgets to procure books and automate the cataloging of them. An inordinate amount of time is spent deliberating over the precision of the classification and assignment of Cutter numbers.

- **Use of standardized subject headings instead of industry specific terminology.** An analysis of where most materials end up in the typical high technology library using Library of Congress Subject headings will find that the headings are much too broad to describe the material with the specificity that the given science requires. A truly specialist approach would recognize that these terms were devised for a generalist public. In the high technology world, even those terms that are specific become quickly dated and arcane to a state-of-the-art scientist or engineer.
- **Preparing and delivering annual reports that emphasize statistics on inventory cost and movement (acquisition and circulation statistics).** This is hardly a good measure of the value and quality of the knowledge being imparted and used to good effect. Furthermore, cost of information resources is truly a tiny fraction of the cost of R&D. By emphasizing it in reports (outside of the actual budget document), you make it a target for cuts.
- **Budget justifications that cite the need to ease the work load on the library staff and to make their operations more efficient.** The primary focus of a product oriented company is to get better products to market faster and with greater success. You cannot expect top management to easily relate a reduced burden on the library staff to any tangible company benefit.
- **Setting loan periods and routine processing of overdue notices for all materials regardless of the demand for loaned materials.** Special libraries are not egalitarian services designated to fairly distribute material for the benefit of society. They provide information that is required for the workers to fulfill their employment assignments. To make any judgment on how long a monograph might be used and useful to an engineer, scientist, market analyst, etc. is arbitrary and serves no purpose. The concept of overdue fines and notices simply perpetuates the horrible stereotype of the librarian as someone who, like your mother, is always reminding you of your obligations. It truly sets up a distinct barrier to establishing a peer working relationship where you can be viewed as the person who facilitates the procurement and enhancement of

information retrieval. Instead you become the obstructor to the ease of use of knowledge resources.

- **Routine provision of interlibrary loan services to other companies.** Collections procured with company resources should be available for company use. Getting into the habit of *routinely* borrowing or loaning materials to other organizations:

1. Puts an added burden on your staff to do the processing and tracking.
2. Risks having materials missing when they might be needed.
3. Helps the other company who may be competing. Why give them any help at all? Also, if you are borrowing from them, you are letting them know what your company is working on. This should be confidential information.

Your collection development policy should insure that what you procure is needed and if it is needed, it belongs in the company.

This is just a starting list but once you begin evaluating the value (or non-value) of these activities it will become easier to critique other activities for possible cancellation or major revision.

### Things to Consider Adding

By eliminating unnecessary activities from the daily workload of your staff, you will find a new opportunity to aggressively add valuable services. If you are trying to elevate the level of your department's recognition in the organization to a more professional one, this means taking on new responsibilities that make use of professional level skills.

Let's look at some of the activities you may have unloaded and see what might replace them:

- Instead of devoting time and extra effort to cataloging book materials, **take on indexing a valuable collection that is not easily accessible to key people in the organization.** In my line of business, where I am routinely meeting with executives and high tech entrepreneurs, a frequently heard frustration is the inability to find information. Non-librarians express this need using different terminology, "need better cross-references," "need to be able to search by keywords," "want to be able to do a full-text search." In library circles *cross-references*, *keywords* and *full-text* each have distinct meanings. But if you pin down an engineer or marketing manager about what they really want in each case, it is very simple. They all want



**indexes.** They want indexes to all the information resources that aren't indexed anywhere.

In most Information Resource Centers we have an index to books (OPAC or card file), purchased indexes to the journal literature (print and on-line) and indexes to the government document literature (print and on-line). But there are no indexes to the most valuable of corporate assets, the original and proprietary documents that are the foundation of the corporate intelligence.

- Limit the use of standardized subject terms and **work to develop a refined vocabulary of index terms and cross-references that are relevant and accurate in your industry.** Talk to people in your organization and find out what topics they need to know about and the terminology they are likely to use.

My graduate training took into account the need for special librarians to perform this valuable service to an organization. In my two corporate information specialist positions a major job focus was indexing internal information. I can cite numerous examples of payoff to the company because the material was accessible rapidly at key times. My salary of several thousand dollars a year was nothing compared to the tens of

thousands of dollars in wasted time and research that would have been spent had those retrieved items never been found. This was all possible through the use of consistent, controlled, skilled application of professional methodologies to make sure that the indexes got the searcher where she wanted to go, regardless of the (sometimes bizarre and unpredictable) language of the author.

- Avoid being trapped into providing statistics on inventory management to your manager at annual report time and **provide, instead, summary statistics on various levels of research effort provided.** It is easy to require each staff member to maintain a log of all searching and research activity done by them with request and response noted, along with time spent. Another item that can be added to this log, whenever you sense an extraordinary benefit, is an estimate by your client of the savings to him/her provided by your effort. Ask your clients to give you these estimates and testimonials for use in reporting.
- Always prepare budget justifications and requests in terms that **show how the increase benefits the organization.** For example, tell how you can save money on a key development

Continued on page 20, column 1

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"Under Assault? . . ." continued from page 19

project by freeing up the time of critical research personnel or assuring that competitor information will reach top marketing managers as soon as it is in the press. Of course, this means having the mechanism in place to provide the current awareness service and being able to deliver on the promises. In order to make these justifications and assurances, your staff must keep up with business and industry news publications, personally. You must also meet regularly with key research and marketing personnel to chat informally with them about their upcoming informational needs and hot projects in which they are engaged.

- Finally, you will want to be a part of one or more company projects or study teams so that you have relationships outside of the information resource center that can keep you informed about changes in company directions. This is critical to knowing when to shift your department's focus, as well as, what new information will be welcomed enthusiastically. Adjust your resource collection policies accordingly.

I hear the complaint from some special librarians about their organizations that "no one ever tells me anything." Your business as an information professional is not to be told but to find out through any and all channels that are available in the organization. That is your challenge and that is what makes the profession such an interesting and exciting one. Being in the know about your organizations' ventures and its place in the industry puts you in a valued and valuable situation. Professionals who have learned this are in demand and are sought out at key points in major company events. It takes several years to build that kind of good will and to gain respect, but I've seen it happen again and again. You can make it happen by being a company information specialist, not a library traditionalist.

© Lynda W. Moulton, March 1995

\* I would like to acknowledge several stimulating discussions about the role of the information management professional in corporations with fellow SLA member Mary Less Kennedy of Sherritt, Inc., in Canada. Mary Lee is a fine example of a professional who is constantly seeking to identify ways to increase value to her company and re-evaluate the benefit of current services. She is never concerned about abandoning traditional library science methodologies when they don't make sense for the organization.

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Over the last couple of years I have observed how this idea has evolved within the profession to the point that now we are focusing on how special library services contribute to our organization's overall goals and objectives. This is one of the most positive developments I have seen since entering the profession in 1978.

One of the better articles I've read on this subject, "Why Don't You Get Your Priorities Straight," appeared in the June 1993 SpecialList. Author Vivienne Monty lit into librarians who take pride in offering as many as two hundred services, with little thought to what should have priority. Monty noted that no successful business can be all things to all people, and librarians had best heed that message. She urged her colleagues to choose their niche markets based on what their customers value, then to "throw all available human and other resources into those identified key services."

If that means rewriting the rules and doing things in ways that make sense for your organization, then do it. What will you get out of it? You will have made yourself a difficult target when budgets are cut, and you may even smile as you hum, "I did it my way." ■

Anyone with an interest in writing a feature article may contact Rita at Dolby Laboratories, in San Francisco at 415-558-3059 or re@dolby.com.

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## SEPTEMBER DINNER MEETING

### *Destined To Be Great? Or Merely Famous?*

By Anna Mancini

Attendees at the September 13 Chapter dinner meeting were treated to a fascinating speaker, Dean Keith Simonton, Professor of Psychology at UC Davis. Dr. Simonton who is regarded as an expert on genius, leadership and creativity, discussed the subject of his latest book, *Greatness: Who Makes History and Why*.

According to Dr. Simonton, most famous people are not really famous. For example, can we remember who won the Nobel Prize last year? How can we tell if someone is famous? One way famous people reveal themselves is through our language—they leave a legacy of vocabulary. For example, did you know that melba toast was named after an actual person? As were the bunsen burner, Listerine, algorithm and, of course, the Dewey decimal system. But, assuming we accept this definition of fame, how do we predict who will become great?

First of all, intelligence may or may not be an indicator of success. You may actually be too bright to be successful! The best leaders have not necessarily been those with a high IQ, but their IQs have tended to be about twenty points higher than the group they were leading. In fact, there is a negative relationship between the intelligence of U.S. presidents and their degree of success in the electoral vote—the most successful presidents have not been our most intellectual.

What else is required for success? One answer is maniacal enthusiasm. ("You have to be a little nuts.") The old line about the fine line between genius and madness appears to be true, according to Dr. Simonton who said there is a relationship between greatness and psychiatric disorders. Newton, Darwin, Michelangelo, Van Gogh and Sarah Bernhardt all had psychiatric disorders.

The third factor in determining success is the family. Many famous people come from families with mental illness, e.g., the Kennedys, Marilyn Monroe, and Guy de Maupassant. The key to success seems to be inheriting just enough craziness to make you driven and enthusiastic, but not enough to make you completely nuts.

Environment is also a factor in achieving greatness. For example, birth order affects personality—presidents and prime ministers who were powerful leaders in wartime have tended to be first borns. (At this point in the dinner meeting, we learned that most of us in the room were eldest children. Draw your own conclusions.)

There are also developmental factors in determining greatness. To be successful, you must have developed stamina from overcoming obstacles, e.g., a physical handicap or loss of a parent. If you came from a "normal" family, you are not likely to become famous.

Education is another developmental indicator. Two years of college seem to be a common turning point for those who go on to greatness; after that, the narrow focus of education in specific subject areas seems to inhibit development of personal creativity.

The next day, as I was pondering the implications of Dr. Simonton's presentation and perusing my new issue of *Vanity Fair*, I came across a mini-biography of Steve Jobs, co-founder of Apple Computer. He was given up for adoption as a baby, and dropped out of Reed College after two years. He recently discovered that he and another famous person, Mona Simpson, author of *Anywhere But Here*, were born to the same parents. He is also described in the article as having "relentless perfectionism." Coincidence? I think not. ■

*Anna Mancini is a Senior Information Specialist at Apple Computer in Cupertino.*

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**Soapbox** continued from page 11

represented as a record, making the task of turning this into a database quite daunting. So the way we updated our database was through annual questionnaires. As many of us have discovered, questionnaires have a way of slipping to the bottom of the to-do pile where they languish past the deadline. Even worse, they get returned with confusing, contradictory and illegible answers. Moreover, a large portion of the membership never quite understood the distinction between the local database used for the directory and the official database maintained by SLA. I would like to think that much of the confusion arose because the existence of two parallel databases is so inherently illogical.

Fast forward to the present. (Thank goodness!) Resourceful professionals that we are, we have solved many of the aforementioned problems and eliminated the onerous questionnaire process. I have managed to write a program that takes electronic membership data received from SLA Headquarters and turns it into a directory database that can be managed and maintained on a PC. We are doing cumulative updates to the annual directory. Best of all, my stint as Chapter Directory Committee Chair is over. I did volunteer recently to do a directory for the Environment and Resource Management Division, but the amount of aggravation was minimal because the database was created from SLA Headquarters data. (And the Division Chair was MOST appreciative.)

So, what I have learned from all this? First, we chapter people are a pretty unstable lot. We change jobs, addresses, telephone, email and fax numbers constantly. Second, we are a diverse group. With our subject approach and the Division index that should be coming out in the next directory, we can gain an appreciation of what a wide variety of resources our chapter represents. Third, I have changed my attitude about SLA Headquarters. While I still think that our organization functions at its best on the local level, we need to have a responsible partnership with the SLA staff in Washington. (Have I been hanging around Richard Geiger too much?). Even though the membership data they provide is hard to use, my recent contacts with them have reassured me that they are trying to provide us with what we need. Our job is to communicate those needs, albeit sometimes forcefully and

**Net Talk** continued from page 12

Of course I cannot finish without mentioning Yahoo! (It traces its venerable origins back to early 1994.) Is it possible not to have warm feelings for something called Yahoo!? If I seem overly enthusiastic, that's because the exclamation point is part of the name, which is said to stand for "Yet Another Hierarchical Official Oracle." The Yahoo! list of publishers (<http://www.yahoo.com/Business/Corporations/Publishing/>) loads quickly and is comprehensive enough to satisfy most queries. For those new to the Net who have yet to visit Yahoo!, start by browsing the Yahoo! Home Page (<http://www.yahoo.com>). Your friends might have to send a search party after you to bring you back from the brink.

I hope that at least one or two of these resources are new to you. Maybe you have just started exploring the Net or you are looking for a reason to begin. Maybe you are an old hand but have not yet found or found the time to explore this or that particular locale. If you have not done so already, drop in and check them out. You have a treat in store. ■

*Kelly Ward works at the UC Berkeley Public Health Library. Contributions to Net Talk may be sent to Geri Kaman at [kaman@netcom.com](mailto:kaman@netcom.com)*

**Soapbox** continued from column 1

repeatedly. Oh, the other thing I have learned—never volunteer for any job that involves librarians and questionnaires. ■

*Tim DeWolf is Library Manager at BHP Minerals in San Francisco. He was last year's Chair of the Directory Committee Chair, and has also been a past Chapter President. Soapbox items may be sent to Terry Dean, at the UC Berkeley Institute of Governmental Studies Library, at 510-643-6429 or [tdean@library.berkeley.edu](mailto:tdean@library.berkeley.edu)*



## ADVISORY COUNCIL/EXECUTIVE BOARD MEETING

By Ella Hirst

The Advisory Council and Executive Board met on August 14, 1995. Present: Tim DeWolf, Barbara Glendenning, Nyra Krstovich, Chris Orr, Robert Burke, Terry Dean, Jeanne Fong, Rena Schonbrun, Angie Brunton, Jackie Grossman, Sara Pedersen, Molly Skeen, Mark Mackler, Betsy Fowler, Maggie O'Brien, Wayne Gribbling, Bill Van Niekerken, Linda Suzuki, Debbie Jan, Wess Murdough, Linda Vida-Sonnen, Diane Rosenberger, and Ella Hirst

**Treasurer.** Bill Van Niekerken reported an increase in expenses over the past 2 months. CD's are offering a 1.5% higher interest than what we have had; the Board's decision to put more cash into a CD was approved.

**Finance.** Rena Schonbrun reported approval by the Board of the 1995/1996 budget.

**Mentoring.** Committee chairs were instructed to keep the Executive Board informed of committee activities by reporting to the Executive Board member assigned as the committee mentor.

**Academic Relations.** Chris Orr announced that Hal Varian had been named Dean of the UC Berkeley School of Information Management and Systems.

**Advertising.** Barbara Glendenning announced that she had mailed out letters of solicitation for directory advertising.

**Bulletin.** Jeanne Fong reported that the new PC, and laser jet printer and high-speed modem were working well. The *Bulletin* is in need of an Internet columnist(s) and a Kaleidoscope editor.

**Consultation.** Wess Murdough relayed the news from Chair Miriam Ciochon that the Chapter had received three requests for consultations.

**Directory.** Debbie Jan announced completion of the August update. Updates will be sent to San Jose students. Lexis/Nexis will pay the costs of printing the new 1995 Directory, which has a target publica-

tion date of November. Debbie met with the San Andreas Directory Chair, to discuss the possibility of publishing a joint directory for fall 1996. The chapters would still maintain their separate membership databases.

**Elections.** Betsy Fowler is seeking a fourth member to join the committee.

**Nominating.** Tim DeWolf presented a proposal to allow members to accept or volunteer for Chapter office without having to run for election. The by-laws require that two people run for Program Director, Secretary and Treasurer. The President, however, may run unopposed. To make the Chapter hold an election, which last year cost \$450, seems unnecessary. Tim feels that we need to encourage volunteers, and that the Nominating Committee should be a forum to which nominations come, rather than an elite group that makes selections. The Advisory Council was generally favorable toward this proposal. Wess Murdough will investigate changing the Chapter by-laws.

**Fundraising.** Sara Pedersen and Maggie O'Brien reported that we already have upwards of \$2,000, and that there are sponsors for several programs. We will combine efforts with San Andreas and NOCALL for the December meeting. If other committees are seeking funds for events, please inform Fundraising, so that the same sponsors are not asked twice.

**Government Relations.** Jackie Grossman has contacted SLA Headquarters about current issues of concern regarding government relations.

**Hospitality.** Wayne Gribbling is working closely with the Program Committee. The committee needs more members.

**Infoline.** Mark Mackler wants to discontinue the secretary service; it would be a substantial savings. We are getting many more calls this year than last.

**Jobline.** Nyra Krstovich said the Jobline is running smoothly. Kristi Wessenberg will be recording the tape; whenever approved, jobs are posted on the Internet.

Continued on page 24, column 1



## Advisory Council . . . continued from page 23

**Jobline.** Nyra Krstovich said the Jobline is running smoothly. Kristi Wessenberg will be recording the tape; whenever approved, jobs are posted on the Internet.

**Library Tours.** Diane Rosenberger reported on the Executive Board decision to maintain tour fees at \$7.00.

**Mailing.** SLA Headquarters' unreliable responses to label requests were noted. Suggested follow-up actions were to email Joy Lerner at Headquarters, and notify Diane Rosenberger, who will keep track of problems.

**Networking.** Angie Brunton reported increasing involvement on the part of special librarians in statewide networking. Due to Region 2 efforts, KPIX ran ads for library summer reading and literacy programs.

**Nominating.** Tim DeWolf announced his committee: Chris Orr, George McGregor, and Beth Edelstein.

**Past President.** Wess said it was time to start thinking about the Chapter award nomination. NOCALL has chosen the Bay Meadows Turf Club as the probable site for the December meeting.

**President-Elect.** Linda Vida-Sunnen announced that the Chapter has twelve new members.

**Professional Development.** Robert Burke reported that the Fall workshop is set for October 26 at Chevron. Andrea Sevetson from the UC Berkeley Government/Social Science Information Service will be speaking on "Accessing Government Sources on the Internet".

**Program Committee.** Linda Suzuki handed out the 1995/1996 schedule of programs.

**Publicity.** Molly Skeen talked about creating a Chapter home page on the WWW. SLA Headquarters is developing a home page. San Andreas is expecting to have a page up by September 15.

**Special Publications.** Terry Dean expects to have an index to the *Bulletin* this year. ■

*Ella Hirst, Chapter Secretary, is a librarian at the San Francisco Public Library.*

## CALENDAR

## NOVEMBER 1995

**Nov. 1-2 (two sessions): Internet Proficiency.** CSU San Jose Continuing Education. Professional Development Center, San Jose. 6:00 p.m. - 9:00 p.m. \$240. For information contact 408-985-SJSU.

**Nov. 2-3: Special Libraries Association State-of-the-Art-Institute: Southeast Asia: The Information Age.** For information contact SLA Headquarters 202-234-4700.

**Nov. 3: Home Sweet Home Page: Creating a Presence on the Web . . . Why? How? Issues and Answers.** San Andreas Chapter of SLA. Professional Development Workshop. Sun Microsystems, Mountain View. 8:00 a.m. - 12:30 p.m. \$30 for SLA members and non-members, \$20 for students, retired, or those currently between jobs. Registration deadline is Oct. 20. For information contact Lorna Corbetta Noyes 415-691-2275.

**Nov. 7: San Francisco Bay Region Chapter Library Tour.** Haas School of Business, UC Berkeley.

**Nov. 8: Using the Internet Part 4: Search Strategies.** UC Berkeley Extension. UC Extension Downtown. 9:30 p.m. - 4:30 p.m. \$200. For information contact 510-642-4111.

**Nov. 11: San Francisco Bay Region Chapter Breakfast Meeting.** "High Altitude Librarianship: Adventures of an ALA Fellow in Tibet," a slide presentation by Cate Hutton. PG&E Energy Center. 8:00 a.m. - 9:00 a.m.

## November Breakfast Meeting Bonus

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Debbie Jan, Chair, Directory Committee



**Nov. 11: *Navigating the Internet: Drivers Ed for the Information Superhighway.*** CSU San Francisco. Downtown campus. 9:00 a.m. - 5:00 p.m. \$115. For information contact 415-904-7700.

**Nov. 11-14: *California Library Association Annual Conference: Celebrating One Hundred Years.*** Santa Clara Convention Center. For information contact CLA Headquarters 916-447-8541.

**Nov. 18: *Ethics of the Internet: A Conference on Ethical and Policy Issues.*** UC Berkeley Extension. UC Berkeley campus. 9:30 a.m. - 4:30 p.m. \$35. For information contact 415-323-8141 or WWW at <http://info.berkeley.edu/sims/conferences/>

**Nov. 18-19: *Using Online Computer Databases for Business and Market Planning.*** UC Berkeley Extension. San Francisco Market Street Annex. 9:30 a.m. - 4:30 p.m. \$220. For information contact 510-642-4111.

**Nov. 20-Dec. 18 (five mornings or evenings): *The World Wide Web and Browsers.*** UC Berkeley Extension. UC Extension Contra Costa Center, San Ramon. 9:00 a.m. - Noon. \$295; or Menlo College, Atherton. 6:30 p.m. - 9:30 p.m. \$395. For information contact 510-642-4111.

**Nov. 29: *San Francisco Bay Region Chapter Library Tour.*** California Historical Society

**Nov. 29-Dec. 20 (four Wednesday evenings): *Multimedia and the Internet.*** CSU San Francisco. Downtown campus. 9:00 a.m. - 5:00 p.m. \$325. For information contact 415-904-7700.

## DECEMBER 1995

**Dec. 2: *Using the Internet Part 5: Creating Home Pages for the World Wide Web.*** UC Berkeley Extension. UC Berkeley Campus. 9:30 p.m. - 4:30 p.m. \$225. For information contact 510-642-4111.

**Dec. 5: *San Francisco Bay Region Chapter/San Andreas Chapter/NOCALL Joint Dinner Meeting.*** Turf Club, Bay Meadows Race-track, San Mateo. Speaker: Paul Saffo, Institute for the Future.

**Dec. 6: *Using the Internet Part 5: Creating Home Pages for the World Wide Web.*** UC Berkeley Extension. San Francisco Market Street Annex. 9:30 p.m. - 4:30 p.m. \$225. For information contact 510-642-4111.

## JANUARY 1996

***Jan. 25-27: Special Libraries Association. Winter Meeting.*** Cleveland, OH. For information contact SLA Headquarters 202-234-4700.

## FEBRUARY 1996

***Feb. 7-9: Countdown to the Millenium: An Information Odyssey. Joint Medical Library Group of Southern California/Northern California Nevada Medical Library Group Meeting.*** For information contact Marsha Kmec 818-364-4240 or [ecz5kxm@mvs.oac.ucla.edu](mailto:ecz5kxm@mvs.oac.ucla.edu); or Kathy Verdugo 909-920-4972; or Helen Seaton 602-965-7609 or [ichjs@asuvm.inre.asu.edu](mailto:ichjs@asuvm.inre.asu.edu).

## APRIL 1996

***Apr. 18-21: Association of Independent Information Professionals Annual Conference.*** Albuquerque, NM. For information contact AIIP at 212-779-1855.

## MAY 1996

***May 20-22: American Society for Information Science. Mid-Year Meeting: Digital Libraries.*** San Diego, CA. For information contact ASIS 301-495-0900.

## JUNE 1996

***June 8-13: Special Libraries Association. Annual Conference.*** Boston, MA. For information contact SLA Headquarters 202-234-4700.

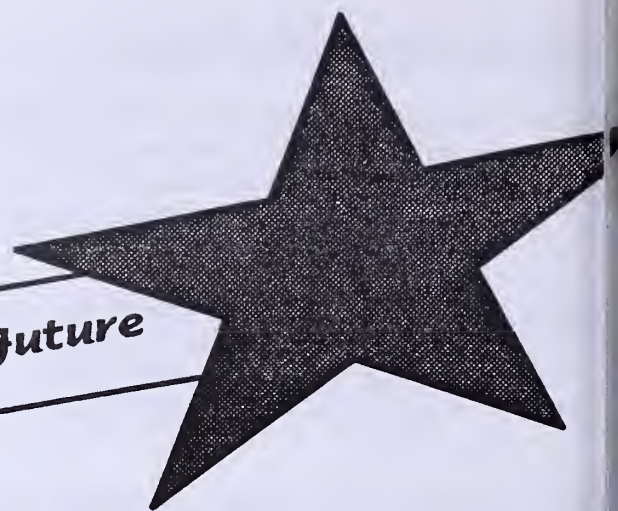
## OCTOBER 1996

***Oct. 21-24: American Society for Information Science. Annual Meeting.*** Baltimore, MD. For information contact ASIS at 301-495-0900.

*Send items for the Calendar to Marie McKenzie, McKenzie Information Associates, 845 Highland Avenue, No. 3, San Mateo, CA, 94401-2246. Telephone: 415-342-5781, Fax: 415-342-3185, Email: [mckenzie@netcom.com](mailto:mckenzie@netcom.com)*

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# San Francisco Bay Region Chapter

## BULLETIN

January/February Volume 66, Number 4

## President's Message

By Diane Rosenberger

As I write this President's Message, commuting home on the Larkspur ferry the week before Thanksgiving, I am contemplating the time of year. Although I am enjoying a gorgeous fall afternoon, the morning was another story—dark and damp—and I had an exceedingly difficult time getting out of bed. Ever since the time changed two weeks ago, I have been headed into pre-hibernation mode—always hungry, always wanting to sleep in.

However, by the time you read this it will be the week before Christmas. Have you noticed we have turned the corner on short days and long nights? This suggests to me that we should all get out of hibernation mode and turn the corner on renewing our commitments to attend a chapter meeting or show up for a library tour. If you are like me, it's the getting there that's the struggle; once you are there, you have a great time and you're glad you came.

If you haven't been on a tour or to a chapter meeting for a while, get out your new 1996 calendars and start making plans to attend. Call friends and encourage them to go too. And start thinking about how you might like to get involved in the Chapter. For this year, we could still use some hands on the Hospitality Committee (contact Wayne Gribling). And if you have ideas for professional development workshops, think about volunteering for that committee (Robert Burke). Linda Vida-Sunnen, as incoming Chapter President, will be posting a volunteer form in the next issue of the *Bulletin*. If one of your New Year's resolutions is to get more involved, we're ready for you.

Linda and I will be going to the SLA Winter Meeting in Cleveland at the end of January. If you have something on your mind that involves the Association, please let us know. By the way, I recently received a copy of the Association's 1994/1995 Annual Report. Contact me if you would like to see it.

Happy Holidays—see you next year. ■

Diane Rosenberger is Systems Librarian at the  
Federal Reserve Bank of San Francisco

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## Inside...

Geri Kaman leads us through the ABCs of IPs and URLs in *Net Talk*, page 9.

The Professional Development Committee's workshop "Accessing Government Information on the Internet" yielded a wealth of information. See Jim Ronningen's report on page 12.

Librarianship Indiana Jones-style? Read about the highlights of Cate Hutton's experiences as an ALA Library Fellow in Tibet beginning on page 15.

**BULLETIN**

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**San Francisco  
Bay Region Chapter  
BULLETIN**

Jeanne Fong, Editor  
Susan Brown  
Terry Dean  
Rita Evans  
Ella Hirst  
Geri Kaman  
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Marlene Vogelsang  
Kelly Ward  
MaryAnn Whitney

The San Francisco Bay Region Chapter Bulletin is published bi-monthly July through May. Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement of the product by Special Libraries Association.

**FROM THE EDITOR'S DESKTOP**

By Jeanne Fong

The Bulletin Committee wishes everyone a very happy and prosperous new year.

Speaking of new year's resolutions, I would like to echo a few choice words from former *Bulletin* Editor Rita Evans as printed in the July/August 1994 "From the Editor's Desktop."

"Many of you have told me how much you enjoy reading the *Bulletin*. Well, I'd like to challenge everyone of you who has said that, or even thought that, to make a commitment to contributing one item to the *Bulletin* during the next year.

"Your contribution might be a letter to the editor, or an article describing an effective application of a management technique, how you balance work and the rest of your life, or how you've applied less-than-state-of-the-art technology to good use. . . .

"Remember—a blank piece of paper (or an empty computer screen) is an opportunity."

How many of you met Rita's challenge?

The *Bulletin* offers every Chapter member a chance to share news, insights, and opinions that contribute to the vitality of our information profession. If you have an idea for a future *Bulletin* piece, contact a member of the *Bulletin* Committee before another year goes by. ■

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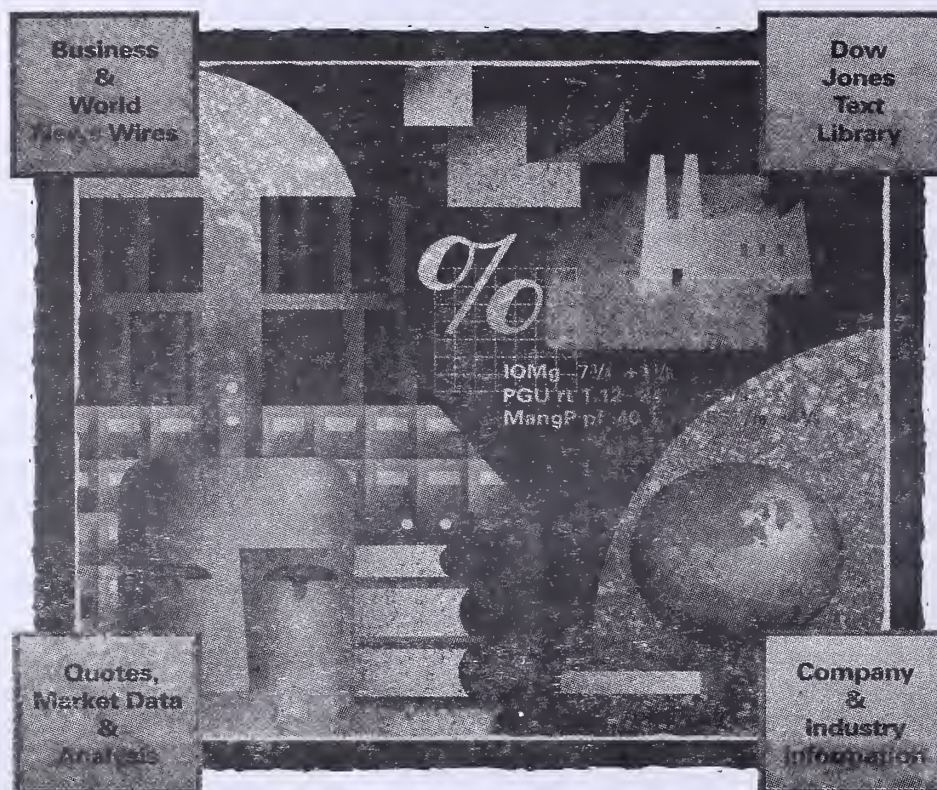
March/April issue	February 1
May/June issue	April 15

Submit *Bulletin* copy on email, or disk with accompanying printout. Keep formatting and fonts as simple as possible and avoid tabs. I work from Word for Windows on PC, but can also use files in ASCII (preferred), Word for Mac or PC, and Word Perfect. Send to: Jeanne Fong, *Bulletin* Editor, Kresge Engineering Library, 110 Bechtel Engineering Center, University of California, Berkeley, CA. 94720-1796. 510-643-5565 or jfong@library.berkeley.edu.

**Correction:** The name of Tim DeWolf appeared misspelled in the November/December Soapbox column. Apologies from the Editor.



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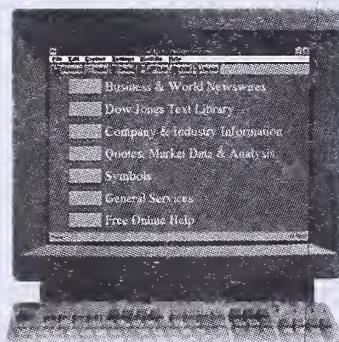


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## MEET OUR NEW MEMBERS

By Susan Brown

**Stephen Miller** has been at Chiron Corporation in Emeryville for ten years. Having worked his way up in the library, he has been an Information Analyst for the past year providing information on competitors, competitors' products and market size. He had worked previously in a bank library and a public library, and will soon be starting library school at San Jose State University. 510-601-2598; [stephen\\_miller@cc.chiron.com](mailto:stephen_miller@cc.chiron.com)

**Demeter Lyon** is also at Chiron Corporation. As Senior Information Specialist, she is responsible for managing the journal collection and book circulation as well as providing ready reference for general library use. She has worked in special libraries for four years and also has experience in the medical field. She enjoys combining her interest in medicine and library work. Demeter hopes to attend library school at UC Berkeley when it reopens. 510-601-2595; [demeter\\_lyon@cc.chiron.com](mailto:demeter_lyon@cc.chiron.com).

**Kathy Lawhun** is the manager for Library Express, San Francisco Public Library's new fee-based research and document delivery service. She had worked for twelve years in SFPL's Business/Science/Documents Department before becoming manager of the Library Express service when it began six months ago. Kathy has worked as a catalog librarian at San Mateo Public Library. 415-557-4558; [kathyl@sfpplib.ca.us](mailto:kathyl@sfpplib.ca.us)

**Robin Michell** works as the Division Administrator for the Aggregate Division of the construction company A. Teichert & Son in Sacramento. The company has an employee group called Recognition, Opportunity and Communication (ROC) that has the mission of involving employees in charitable works or in activities that will benefit employees. ROC got the idea of starting a company library, and after taking a tour of Intel's library, Robin decided to join SLA to establish relationships with other similar libraries. 916-484-3011

**Bob Want** is located in Texas where he consults with special libraries and performs online searching. He previously worked as Director of Information Services for a pharmaceutical company and has also worked in biomedical and science/technical libraries doing reference and online searching. He was chair of the SLA pharmaceutical division in 1994/1995 and is currently the division's networking chair. He is interested in relocating to the San Francisco Bay area. 214-790-2528; [babw@onramp.net](mailto:babw@onramp.net).

**Christopher Wirth** is Research Manager of the Wine Institute in San Francisco. The Wine Institute Library contains both general wine information such as cookbooks and wine journals, and information on health and social issues such as effects of alcohol consumption. Christopher's background is in public health. He has held positions at an information clearinghouse which handled materials produced through public health and other agencies, and also with a management consulting firm. 415-512-0151; [wrthrewi@aol.com](mailto:wrthrewi@aol.com) ■

*Susan Brown is Business Librarian at John F. Kennedy University in Walnut Creek. New chapter members can reach Susan at 510-295-0605 or [browns@garnet.berkeley.edu](mailto:browns@garnet.berkeley.edu).*

### CLEARINGHOUSE FOR DONATING LIBRARY DISCARDS

Barbara Newcombe has offered to serve as a clearinghouse for libraries interested in donating items that they might normally discard to other libraries. Barbara will maintain a list of currently offered books. Library recipients would have to pick up the volumes within a stated time. Those interested may reach Barbara at 510-763-4406.

Diane Rosenberger,  
Chapter President

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## KALEIDOSCOPE

By Marlene Vogelsang

Welcome to 1996! Co-Editor Ella Hirst and I look forward to sharing lots of good news during the coming year. Our wishes for a healthy, safe and prosperous New Year!

Congratulations to **Lynne Brazil**, formerly of the law firm of Pettit and Martin in San Francisco, for landing a new job at the Palo Alto branch of Heller Ehrman White & McAuliffe, where she is concentrating her efforts on patents and trademarks searching. She has one full-time assistant who works with her to serve over sixty busy attorneys. Lynne is happy in her new position and reports that Heller is a great firm. Lynne also notes that two former colleagues at Pettit have new jobs: **Nancy Adams** is at Shepherd Mullin, and **Pam Williams** is with the U.S. District Courts Library.

**Norene Williamson**, who was at Failure Analysis, has gone out on her own as Williamson Research Services specializing in multidisciplinary science and technology research for a growing range of clients. Things are going well for her in her six-month old business. Norene is available at 510-745-7775. Good luck to you!

Writers in our midst! **Mark Mackler**, librarian at the law firm of Kenney & Markowitz, was recently published in *Legal Reference Services*. His review of the new *Lawyers Desk Reference*, 8th edition, appeared in the quarterly journal's volume 14, no. 3, 1995. Mark also writes the monthly "Musings from Mark" in the *NOCALL News*. Keep up the great work!

The new Director of Information Services at Boston Consulting is **Mary Torres** (415-732-8074). Boston Consulting is an international organization of thirty-six offices, with twenty-four libraries. Mary manages a staff of three who focus on management consulting issues in information technology, public utilities and banking.

**Nancy Breuer-Hufford** at Anshen & Allen, a major architectural and design firm in San Francisco, is in the interesting position of having her library redesigned as an in-house design competition. The competition closed recently with four submitted designs. Perhaps Nancy, who is on our Tours Committee, will invite us to visit when the winning design is completed.

**Pat Lawrence** has accepted a promotion to the Market Research Department at PG&E. As a Senior Market Researcher, she is responsible for surveys with employees and customers on product recognition and satisfaction ratings. The research shows that satisfied employees lead to an enhanced customer experience or, saying it another way, loyal customers will stay with a product or company when they have received great service. In her previous job, Pat was director of the Energy Resource Center at the PG&E Energy Center.

Our belated June wedding congratulations to **Carrie Lowe Burroughs**, Director of Strategic Services at Anderson Consulting. Carrie and her husband became engaged while on a biking tour in Vietnam last year!

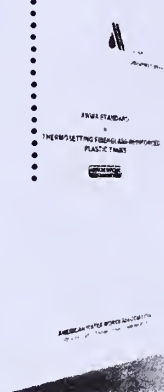
Changes at the Failure Analysis Library: **Lee Pharis** is the new Library Manager. Lee had been at Price Waterhouse Technology Center for over six years. Her new staff at Failure includes **Carol Christiansen**, former Senior Researcher at Dialog, and **Christine Spitzel**, a San Jose State University graduate student, recently promoted to Acquisitions Librarian. Lee foresees having to recruit for both a professional and a paraprofessional vacancy in coming months. She and her staff look forward to providing a continued high level of service to Failure Analysis employees. Former Failure Library staff have gone on to other challenges: **Cindy Hill** to Sun Microsystems as Library Manager, **Sharon Brunzel** to Filoli Systems, **Vicki Sanders** to National Semiconductor University and Norene Williamson to begin her own business. Best wishes for success to all of you.

Continued on page 17, column 1

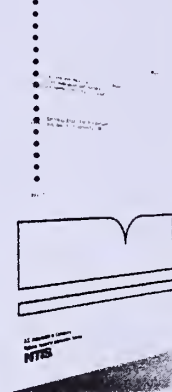
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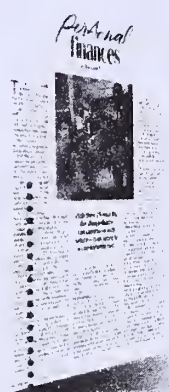
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## NET TALK

### WWWWhat's in a Name?

By Geri Kaman

A few months ago someone asked me if all web sites started with the letters "www." This is a good question, because if all web sites did begin with "www," then one could confidently type in a URL as <http://www.some-company.com> and expect to retrieve a home page for that company. Unfortunately this is not so. Although most web sites do follow this naming convention, there are a few that do not such as <http://asae.org>, the home page for the American Society of Agricultural Engineers. The question then becomes "Why don't all web sites start with the letters 'www'?"

Every computer on the Internet needs something called an Internet Protocol address (IP) that is similar to a social security number for computers. It is made up of four fields of numbers that together translate to a 32-bit IP address. What this really means is that there is room on the Internet for 4,294,967,296 computers to have an IP address. That's over four billion served!

Because a long string of numbers is difficult to remember, an official "domain name" accompanies the IP address. In the U.S., the domain name consists of a group domain and a subdomain (or a few subdomains) separated by periods as in 'pge.com' and 'berkeley.edu'. Examples of group domains are com, edu, gov, net, and org. The highest subdomain is usually the company, organization, or school name, such as "pge" and "berkeley" in the above examples. Lower subdomains are smaller units that are lower in the hierarchy such as a college or a department. An example of this is 'library.berkeley.edu'.

The host server needs to register its domain name with InterNIC, the Internet's name service. What is a host server? A host server is another name for a computer network that has the primary communications connection to the Internet. In an organization, the host server is the boss network, which may have subordinate computer networks (such as LANs) reporting to it. A LAN (Local Area Network) is a

collection of individual computer workstations. The administrator of the host server registers the domain name that is wanted for its boss network only and not for all its LANs and workstations. InterNIC checks to see that no one else has registered that name and then assigns a portion of the IP address to that domain name. Although there are four fields in the IP address, InterNIC can assign up to three of those fields. This may leave only one field of the IP address for the administrator to use for assigning individual IP addresses to all the computer workstations in the organization. One IP address field is equal to enough addresses for 256 computers; two address fields is equal to enough addresses for 65,536 computers.

An administrator can also register nicknames (alias domain names) that point to the real domain name but do not use any new IP addresses. Once the official domain name and domain servers are registered, more subdomains can be added to the official domain name without having to register these additions. Adding more subdomains makes the Internet name longer, but may be a worthwhile way to group services, identify specific departments, or internally handle network resources.

Anyone can apply to register a domain name that has not been taken already. In the October 1994 issue of *Wired* (pages 50-56), Joshua Quittner wrote an article on how he successfully registered the domain name of [mcdonalds.com](http://mcdonalds.com) to himself. (McDonalds reacquired the domain name in January 1995—perhaps to JQ's profit?) In the November 1995 issue of *Wired* (page 5) is a blurb about Procter & Gamble registering over ninety domains and names to cover products, body parts, and afflictions!

Check first with your network administrator or service provider to see if registration is required for what you want to do. A domain registration form may be obtained by using ftp (File Transfer Protocol), a means of moving files from one computer to another. Use ftp to get the file **domain-template.txt** in the directory **templates** from the host **ftp.rs.internic.net**. Registration with InterNIC previously was free (prompting many Internet entrepreneurs to register the names of aspiring political candidates), but now costs \$100 with a \$50 annual fee.

Net Talk continued on page 17, column 2



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## ***California Water History Project Exhibit***

By Linda Vida-Sonnen

The Water Resources Center Archives is currently participating in an exhibit at the California State Archives entitled "The California Water History Project." It is the first public exhibit to be held in the new State Archives building. The exhibit, which is designed to bring attention to the importance of water in the development of California, is organized thematically, beginning with the Gold Rush and progressing to the 1980s, and includes paintings, diaries, books, pamphlets and historical photographs from the collections of the California State Library, the State Archives, the California Historical Society, and the Water Resources Center Archives. The Water Education Foundation, a California nonprofit organization, raised funds for this exhibit, which runs through May 1996. The exhibit is open to the public, Monday–Friday, 8:00 a.m.–5:00 p.m. For more information about the California Water History

Project Exhibit, contact Linda Vida-Sonnen, Water Resources Center Archives, 510-642-2666, or [lvida@uclink.berkeley.edu](mailto:lvida@uclink.berkeley.edu).

A key feature of the new State Archives complex is the Constitution Wall, a monumental sculpture that is nearly 140 feet long and six stories high. The wall showcases thirty-six words from the State Constitution, chosen for their enduring meaning. While the current exhibit is small, the State Archives is developing a major new history museum on the first two floors of the State Archives building. The exhibits will focus on the people, places, promise and politics of California. The importance of water in the development of the state will be interwoven throughout these exhibits. The Archives Research Room is open for public research, Monday–Friday, 9:30 a.m.–4:00 p.m. For information on special events or access, contact the State Archives, 1020 "O" Street, Sacramento, CA 95814, or call 916-653-7715. ■

Linda Vida-Sonnen, President-Elect of the San Francisco Bay Region Chapter, is Head Librarian of the Water Resources Center Archives at UC Berkeley.

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## PROFESSIONAL DEVELOPMENT COMMITTEE

### *Accessing Government Information on the Internet*

By Jim Ronningen

"Accessing Government Information on the Internet" was the topic of the Professional Development Committee's fall workshop held October 26 at the Chevron Building in San Francisco. Andrea Sevetson, Government Documents Librarian at UC Berkeley's Government and Social Science Information Service (GSSI), spoke about current initiatives to promote and organize the dissemination of government information online. She also described many relevant sites already up and running.

Andrea noted that she could have subtitled her talk "Problem or Opportunity?" considering the difficulty of managing access to the wealth of resources in such a young, volatile medium. She emphasized that government publications (which are, by law, widely available through the Federal Depository Library Program) remain underused by the general public. Digitization should increase their use, but it creates several problems for information providers: keeping track of new sites as they appear and evaluating them; organizing and providing links to chosen sites in a way that draws out clearly defined categories from a tangle of interconnections; determining whether there are timely updates of the serial texts offered; and creating reliable archives, since there is always the danger of bytes becoming ephemera.

Andrea distributed a valuable bibliography, which she picked up at the fall Depository Library Council Meeting in Memphis, *Draft Bibliography for the Study to Identify Measures Necessary for a More Electronic Federal Depository Library Program*. The program functions under the umbrella of the Government Printing Office (GPO) through the Superintendent of Documents, who is charged by Congress with distributing federal publications. In the face of considerable pressure from Congress to streamline the distribution process, the Superinten-

dent of Documents has stated that distribution must become primarily electronic, and that in March 1996 the GPO will publish a self-study outlining its steps in that direction. The first step is in place: a World Wide Web project called GPO Access ([http://www.access.gpo.gov/su\\_docs/aces/aaces001.html](http://www.access.gpo.gov/su_docs/aces/aaces001.html)) which makes the Federal Register and Congressional Record available, as well as legislation, calendars and reports, and material from other bodies such as the General Accounting Office. It will be enhanced in the near future by a subject-oriented search system called GPO Scout.

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*"... the 1960 U.S. Census  
tapes were readable by only  
two computers—one in the  
Smithsonian Institution and  
the other in Japan."*

---

Another promising initiative is the Government Information Locator Service that is currently being tested on a U.S. Geological Survey page (<http://www.usgs.gov/public/gils>). It assists the user in locating information by category and government branch, and through multisource searches using the WAISgate search engine.

Financenet is a creation of Vice President Gore's National Performance Review (<http://www.financenet.gov/> or [gopher://financenet.gov/](http://gopher://financenet.gov/)). Andrea recommended the "What's New" feature, and other offerings, including calendars of events and deadlines, lists of government asset sales, some publications of the Office of Management and Budget, tables of per diem rates for federal travelers, and links to related discussion groups.

Other highlighted federal Internet sources were the Thomas site of the Library of Congress (<http://thomas.loc.gov>) for legislative texts and related links; the Bureau of the Census (<http://www.census.gov>) and Lawrence Berkeley Laboratory census sites ([http://cedr.lbl.gov/cdrom/doc/lookup\\_doc.html](http://cedr.lbl.gov/cdrom/doc/lookup_doc.html)); the Patent and Trademark Office (<http://www.uspto.gov>); the Department of State



gopher ([gopher://dosfan.lib.uic.edu](mailto:gopher://dosfan.lib.uic.edu)) that includes the text of the weekly *Dispatch*; and the Department of Agriculture's Economics & Statistics System ([gopher://usda.mannlib.cornell.edu](mailto:gopher://usda.mannlib.cornell.edu)).

Two projects from the University of California were reviewed. A UC systemwide cooperative effort called Infomine (<http://lib-www.ucr.edu/govpub/>) is a good starting point for collecting links to California, U.S. and non-U.S. government Internet resources, and offers a sophisticated set of search possibilities. The UC Berkeley GSSI home page (<http://www.lib.berkeley.edu/GSSI/>) includes, among other useful features, a gateway to GPO Access that uses the Lynx browser for Internet surfers lacking a graphical user interface. For people interested in monitoring developments in online access to government information, Andrea named two journal publications: *Documents to the People*, published by the American Library Association's Government Documents Roundtable (GODORT), and *The Journal of Government Information*. In addition to the federal bodies named above there are non-governmental groups that provide input. The Association of Research Libraries Committee on Preservation, the Coalition for Networked Informa-

tion, and GODORT all serve as watchdogs and lobby actively.

The organization that may be the most concerned with the danger of electronic records becoming "fugitive documents" is the National Archives and Records Administration. On the topic of archives, Andrea illustrated the risks of rapid technological change with this observation: for several years until they were recently converted into a modern format, the 1960 United States Census tapes were readable by only two computers—one in the Smithsonian Institution and the other in Japan.

Issues raised during the question and answer session concerned rating the quality of a site, the reliability of online legal sources such as the United States Code and Code of Federal Regulations, and the problem of time spent downloading and formatting—which, judging from the groans of the audience members, is still a common one. ■

Jim Ronningen manages retrospective conversion for the UC Berkeley Library and is a member of its Government and Social Science Information Service reference team.

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## OCTOBER DINNER MEETING

*The Role of Librarians in the Electronic Information Age*

By Barbara Newcombe

Peter Lyman, University Librarian at UC Berkeley, offered attendees at the October 11 Chapter dinner meeting his thoughts on the role of librarians and the challenges they face in the electronic information age.

Dr. Lyman described the tension that exists among creators, owners, distributors and users of information, particularly information in electronic formats. Today, authority over information is being contested by computer scientists, publishers, educators and the government. The basis of this tension stems from the rapid changes in technology and market forces. Information is now at the core of our economy, and is now worth more, so everybody is claiming they are best at managing it.

Some librarians are beginning to feel "marginalized" in this rapidly changing environment where their authority is being directly challenged.

Traditionally, librarians have been mediators when information was regarded as a shared resource, a public good, or as Dr. Lyman stated, part of the "gift culture." The librarian's role is being challenged by the commercialization of knowledge and overshadowed by those with technical computer expertise. However, librarians understand that the "gift culture" and the "market culture" need not be incompatible. Our mission is to mediate between the two, such as being able to explain copyright issues.

Dr. Lyman stressed several issues regarding information that librarians must face—information access, content, and format. Access, central to the activity of librarianship, has always been subsidized, which means that the cost of information is often very unclear. Librarians must learn the cost of knowledge if they hope to retain credibility. The National Information Infrastructure focuses on access but not necessarily on quality of content. Librarians can focus on content and the delivery of information in context to more readily solve users' problems. Artificial intelligence and expert systems are not as helpful here because they are not as good at understanding context. This is one of the key diagnostic skills that librarians have, one of the librarian's recognized roles.

Computer scientists have monopolized design and format of electronic information, such as hypertext and e-mail. These designs do not always meet users needs. Dr. Lyman illustrated this by asking, "Would you send a love letter by e-mail?" Customization of computer skills to tasks at hand is a critical function. Customized knowledge will be more important than collections of specialized books and reference tools.

Dr. Lyman stressed that librarians will need to change if they are to remain key players in the information age. Traditional performance measures will no longer suffice, and librarians should emphasize output rather than input measures. User needs must be addressed. Perception of what constitutes "service" will be paramount in defining the librarians role. Yet, a key issue is organizational inertia: librarians are seen as resistant to change. Perhaps it would be better to start over and replace old styles and means?

The Chapter thanked the meeting's sponsors: Information Access Company, Aubergine Information Services, and Ross McDonald Company. ■

Barbara Newcombe is a retired librarian formerly affiliated with the Center for Investigative Reporting.

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# NOVEMBER BREAKFAST MEETING

## High Altitude Librarianship

By Ella Hirst

Undeterred by the early hour, a large and enthusiastic group of Chapter members gathered for the November 16 breakfast meeting held at the PG&E Energy Center in San Francisco to hear Cate Hutton recount her adventures as an American Library Association Library Fellow in Tibet.

According to the project proposal from the ALA and the Tibet Development Fund, Cate was to provide technical and administrative training to the staff of the Tibet Autonomous Region Library, the first public library in Tibet. Cate arrived in Lhasa in January 1994 armed with AACR2 and LCSH. She soon realized she would need to start her "training" much closer to ground level. Not only was there no key to the library building itself (all of the training took place in quarters formerly used for political interrogations), there were no words in Tibetan that corresponded to English library terminology. Thus one of the most significant accomplishments of Cate's stay was the compilation of a 145-word English/Tibetan library-and-computer-science thesaurus. Cate also told of her attempts to teach a

basic computer course on an old DOS PC when electricity was rarely available for more than one hour each day, and then often only at 1:00 a.m.

Despite these limitations, students were able to learn word processing in Tibetan and acquire fundamental library skills. Indeed, one of Cate's pupils was inspired to enter graduate library school in Shanghai.

Cate displayed slides of traditional Tibetan libraries showing religious texts wrapped in silk and housed in rows of individual cubbyholes. She noted that Tibetans treat books as objects of veneration, with no concept of public access. Many of the slides depicted the polarities of Tibetan reality: the modern buildings of Lhasa and the magnificently reconstructed monasteries, where Chinese influence dominates, contrasted with the remote villages, where native Tibetan traditions still persist.

In eight such villages Cate received permission to establish one-room libraries in rural school-houses. With support from the ALA fellowship, Cate spent three weeks of the past summer in Tibet laying the groundwork for the Tibet Small Libraries Project. It is Cate's hope that in these village libraries Tibetan language and culture will be preserved and passed on to a new generation.

Cate's presentation was inspiring, confirming once again that librarianship is without borders and limitations. ■

Ella Hirst is Chapter Secretary, and librarian at the San Francisco Public Library.

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## EXECUTIVE BOARD MEETING

By Ella Hirst

The Board met October 11. Present were Diane Rosenberger, Jeanne Fong, Linda Suzuki, Bill Van Niekerken, Marie McKenzie, Tim DeWolf, Ella Hirst, Linda Vida-Sunnen

**Treasurer's report:** Bill Van Niekerken noted that Jobline is bringing in a steady income and that our financial situation is good.

**Program:** Most programs and locations are set.

### Mentor reports:

(Marie McKenzie) **Government Relations.** Jackie Grossman is working on contacting SLA headquarters. **Academic Relations.** Chris Orr has posted Chapter announcements at UC Berkeley; San Andreas does not yet have their student representative. **Publicity.** The *San Francisco Business Times* and the *Marin Independent-Journal* picked up our press release; there has been discussion about publicizing our consulting service; the committee has started coding for our home page and hopes to have space at UC Berkeley.

(Linda Suzuki) **Hospitality.** Everything is working out well with meeting locations. **Infoline.** Mark Mackler reported a problem with our telephone book listing. **Library Tours.** The Business & Economics Library at UC Berkeley and the California Historical Society are set for November; the San Francisco Chronicle is slated for December.

(Bill Van Niekerken) **Finance.** Rena Schonbrun asked if the Board wanted an updated budget report, and it was decided that there be a mid-year report in January. **Advertising** is going well. **Fundraising** already has commitments for \$3,600 and is working with NOCALL on sponsorship for the December meeting.

(Ella Hirst) **Mailing** is going along as usual according to Judy Gerstle. No reports from **Networking** or **International Relations**.

(Wess Murdough via Diane Rosenberger) **Professional Development** is all set for the fall workshop October 26. **Consultation.** Tim DeWolf will consult at a windmill company in San Rafael.

(Linda Vida-Sunnen) **Bulletin.** Ella Hirst and Marlene Vogelsang will be Kaleidoscope editors; Geri Kaman, who is on the Home Page Committee, will be editor of the new Net Talk column.

**Directory.** The Fall 1995 directories should be ready by the November breakfast meeting. **Special Publications.** The committee has ordered Frocote and will meet on December 2 to start indexing.

(Diane Rosenberger) **Strategic Planning.** Kurt Shuck wants to put the Plan on our home page. Nyra Krstovich reports that **Jobline** is doing well.

Reports from **Elections** and **Nominating** had to do with proposed bylaws changes. Tim DeWolf brought copies of the changes proposed at the Oct. 10 Bylaws Committee meeting. The proposed changes allow for the same nominating procedure for Chapter Secretary, Treasurer, and Program Director as for Chapter President. There would be no need to hold an election if there are no additional nominations from the membership; if the nominating committee proposes a slate rather than candidates and there are no nominees from the floor, then the slate will be approved by February. The Board voted to accept the changes, allowing for stylistic editing at the Committee's discretion. The Board decided that the proposed changes be published in the next issue of the *Bulletin* so that members can vote on them at the December meeting.

### Proposal to reduce meeting registration prices:

The Board discussed a proposal made by Marlene Vogelsang that it lower meeting registration prices for unemployed members. Noting that the Hospitality and Program committees are always looking for affordable venues, the Board decided to keep prices the same for all members.

**Unwanted publications exchange:** The Board approved an offer from Barbara Newcombe to keep track of a publications exchange, so that libraries can offer their discards to each other.

**CLA minority student scholarship fund:** The San Andreas Chapter contributed \$100 to the fund and invited us to contribute as well. The Board voted a \$100 donation.

**Sierra Nevada Chapter request for a cooperative activity with San Francisco Bay Region Chapter:** Diane Rosenberger will communicate with Sierra Nevada about a possible public relations event during National Library Week. She will also contact the Publicity Committee for suggestions. ■

Ella Hirst is San Francisco Bay Region Chapter Secretary, and librarian at San Francisco Public Library.



**Kaleidoscope continued from page 7**

Our recent library tour of the **Thomas J. Long Business & Economics Library** at UC Berkeley's Haas School of Business revealed some recent publications that you might be interested in obtaining:

*A Goal is a Dream with a Deadline: Pearls of Wisdom for Entrepreneurs and other Smart People.* Leo Helzel. McGraw-Hill, 1995. \$12.95. The book is described as a "portable compendium of brilliantly written guidelines and maxims that get to the heart of the entrepreneurial experience—and life in general". The author is donating all his profits to the Haas School of Business!

*Business Resources on the Internet: a Hands-on Workshop.* Gary Peete (UCB Business and Economics Librarian). Library Solutions, 1995. A guide for locating business-related information on the Internet including economic, financial, company, legal and government. An excellent resource! Ordering information at 510-841-2623, email [sales@library-solutions.com](mailto:sales@library-solutions.com) or order online at <http://www.internet-is.com/library>.

**My own good news** is that I have returned to my position as Research Specialist at the PG&E Energy Center. My ten months without full-time employment led to many new opportunities. I volunteered at Planetree Health Resource Center and as an Internet volunteer for the Alameda County Libraries; I did, and continue to do, some part-time work at the architectural firm of Anshen & Allen; and I discovered the joys of public librarianship as a Services-as-Needed (SAN) librarian with the Alameda County Library System. However, I am delighted to return to colleagues at PG&E and it is great to go back to knowing on a daily basis where I am supposed to go to work! You can reach me at 415-973-7306. ■

If you have news items for Kaleidoscope, please send them to Ella Hirst at [ellah@netcom.com](mailto:ellah@netcom.com) or Marlene Vogelsang at [mxv6@pge.com](mailto:mxv6@pge.com).

**Net Talk continued from 9**

Getting back to our question on www names, the "www" in front of the domain name is really an alias. For example, while the Environmental Protection Agency has as its official domain name [epa.gov](http://epa.gov), it also has an alias name for its web server: [www.epa.gov](http://www.epa.gov); an alias for its gopher server: [gopher.epa.gov](http://gopher.epa.gov); and an alias for its e-mail server: [epamail.epa.gov](mailto:epamail.epa.gov). Isn't this nice and simple? If in the future virtual reality becomes a hot Internet service, then the EPA could create an alias name for a virtual reality server such as [vr.epa.gov](http://vr.epa.gov). An organization that uses this method for creating aliases for its various Internet services (http, ftp, gopher) makes the Internet much more convenient for users.

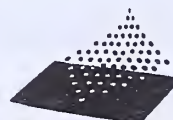
Finally, if you or your organization are thinking about setting up Internet services such as a web server, gopher, or ftp, then you should consider adding this book to your library: *Managing Internet Information Services*, published December 1994 by O'Reilly & Associates. ■

Ideas for discussion topics or article contributions for Net Talk may be sent to Geri Kaman at [kaman@netcom.com](mailto:kaman@netcom.com)

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## CALENDAR

### JANUARY

**Jan. 17-Apr. 13: Delivering Library Services: Issues, Theory and Techniques** (2 units) Wednesdays 7:00 p.m.–10:00 p.m. Diablo Valley College Certificate Program in Library and Information Technology. For information contact Mary Dolven at fax 510-798-3588 or email mdolven@viking.dvc.edu

**Jan. 18: NOCALL Lunchtime Business Meeting.** Speaker: Tom Reynolds, Member of AALL Executive Board. For information contact Donna Purvis at 415-576-3066

**Jan. 23: San Francisco Bay Region Chapter Dinner Meeting.** Screening of the 1957 movie "Desk Set" starring Katharine Hepburn and Spencer Tracy. The Casting Couch, 950 Battery Street, San Francisco. 6:00 p.m. For information contact Wayne Gribbling at 415-957-3172

**Jan. 28–30: Special Libraries Association. Winter Education Conference. "Technology and Tools in the Information Age."** Stouffer Tower City Plaza Hotel, Cleveland, OH. For information contact SLA Headquarters at 202-234-4700

**Jan. 29–May 17: Introduction to Library Resources** (1 unit, self-paced). Diablo Valley College Certificate Program in Library and Information Technology. For information contact Mary Dolven at fax 510-798-3588 or email mdolven@viking.dvc.edu

**Jan. 29: Information Discovery on the Internet** (1 unit) six sections. Diablo Valley College Certificate Program in Library and Information Technology. For specific dates and further information contact Mary Dolven at fax 510-798-3588 or email mdolven@viking.dvc.edu

### FEBRUARY

**Feb. 7–9: Joint MLGSCA/NCNMLG (Medical Library Group of Southern California/Northern California Nevada Medical Library Group) Meet-**

**ing. "Countdown to the Milleneum: An Information Odyssey."** For information contact Marsha Zimec 818-364-4240 or email ecz5kxm@mvs.oac.ucla.edu; or Kathy Verdugo 909-920-4972; or Helen Seaton 602-965-7609 email ichjs@asuvm.inre.asu.edu

**Feb. 7–10 AALL Winter Institute. "Serving the Legal Information needs of a Varied Constituency: The Bar and The Public."** Sacramento, CA. For information contact Donna Purvis at 415-576-3066

**Feb. 12: Free training for Business & Industry Database (Dialog File 9/Datastar BIDD).** Conducted by Responsive Database Services, Inc. Knight-Ridder Information, 2440 El Camino Real, Mountain View. 9:30 a.m.–11:30 a.m. or 1:00 p.m.–3:30 p.m. **Repeated Feb. 13**, same times, at Knight-Ridder Information, 343 Sansome Street, Suite 825, San Francisco. To register call 800-313-2212 or 216-292-9620, fax 216-292-9621, or email rds@mail@ix.netcom.com

### APRIL

**Apr. 18–21: Association of Independent Information Professionals Annual Conference.** Albuquerque, NM. For information contact AIIP at 212-779-1855

**Apr. 19–20 (Tentative): NOCALL Spring Institute (Tentative).** For information contact Donna Purvis at 415-576-3066

**Apr. 20: Internet Skills For Library Personnel** (1 unit) Saturdays, April 20, April 27 & May 4, 9:00 a.m.–3:30 p.m. Diablo Valley College Certificate Program in Library and Information Technology. For information contact Mary Dolven at fax 510-798-3588 or email mdolven@viking.dvc.edu

### MAY

**May 16: NOCALL Business Meeting.** For information contact Donna Purvis at 415-576-3066

**May 20–22: American Society for Information Science. Mid-year Meeting. "The Digital Revolution: Assessing the Impact on Business, Education**



*and Social Structures.*" San Diego, CA. Email asis96@chestnut.lis.utk.edu to see the call for papers or find it on the WWW at <http://pepper.lis.utk.edu/> under ASIS. For more details call 301-495-0900

## JUNE

**June 8-13: Special Libraries Association. Annual Conference.** Boston, MA. For information contact SLA Headquarters at 202-234-4700 or see the SLA Boston 1996 Conference Home Page at <http://www.cybercom.net/~sla>

## OCTOBER

**Oct. 21-24: American Society for Information Science. Annual Meeting.** Baltimore, MD. For information contact ASIS at 301-495-0900 ■

*Send items for inclusion in the Calendar to Marie McKenzie, McKenzie Information Associates, 845 Highland Avenue, No. 3, San Mateo, CA, 94401-2246. Telephone: 415-342-5781, Fax: 415-342-3185, Email: mckenzie@netcom.com*

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**Special Libraries Association**  
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Special Libraries Association

# San Francisco Bay Region Chapter



**BULLETIN**

March/April Volume 66, Number 5

## President's Message

By Diane Rosenberger

Based on my experiences from having now attended two Special Libraries Association Winter Meetings in consecutive years, I can say that there's always some issue about which members can get excited. This year in Cleveland it had to do with how easy it is to form a new division—a mere one hundred signatures is all that is needed. So, when a new division forms, does it really bring new members into the Association, or does it actually draw members away from existing divisions? Expect this topic and other questions about Association structure at the Boston annual conference in June.

While at the Winter Meeting I found myself looking closely at the front pages of *Who's Who in Special Libraries*. They contain the Special Libraries Association's mission statement:

“to advance the leadership role of its members in putting knowledge to work for the benefit of the general public and decision-makers in industry, government, the profession; and to shape the destiny of our information society.”

They also contain the Association's Strategic Plan for 1990–2005. If you haven't thought about what Association membership means to you or to your organization, you might want to take a few minutes to review pages 16 and 17.

Continued on page 5, column 1

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## Inside...

Listserves—Can't live with 'em; can't live without 'em. Read Geri Kaman's *Net Talk*, page 12.

Don't miss the April 1 deadline for sending in your nomination for the **San Francisco Bay Region Chapter Award for Professional Achievement**. Details on page 15.

Wess-John Murdough and Wynne Dobyns report on the California Networking Task Force plan for a **"Library of California, Multitype Library Networking for California"**. See page 16.

Rita Evans entertains and educates us in **"Librarians—in & at the Movies."** See page 21.

**BULLETIN**

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## San Francisco Bay Region Chapter BULLETIN

Jeanne Fong, Editor  
 Susan Brown  
 Terry Dean  
 Rita Evans  
 Ella Hirst  
 Geri Kaman  
 Marie McKenzie  
 Marlene Vogelsang  
 Kelly Ward  
 MaryAnn Whitney

The San Francisco Bay Region Chapter Bulletin is published bi-monthly July through May. Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement of the product by Special Libraries Association.

## FROM THE EDITOR'S DESKTOP

By Jeanne Fong

What do you enjoy most about being a member of the San Francisco Bay Region Chapter of SLA?

Perhaps it is attending the monthly meetings organized by the Program and Hospitality Committees where you get to mingle with other special librarians, dine out, and hear an interesting guest speaker?

Or could it be touring libraries that you would normally never get to see were it not for the efforts of the Tour Committee?

Did a workshop put on by the Professional Development Committee fulfill an information or training need that has contributed to your career advancement?

Is it the ease with which you can simply pick up the Directory and find another information specialist in your field to help you solve a particularly difficult reference question?

Maybe you or your colleagues have benefited from the services provided by the Infoline or Jobline Committees?

Is it that the *Bulletin* makes good bedtime reading?

The San Francisco Chapter is one of the most active and dynamic chapters in SLA mainly due to the quality of the contributions made by us—the Chapter membership. The Chapter committees mentioned above represent only some of the ways you can assist the Chapter in continuing this tradition. For a comprehensive list of committees and how to join, see in this issue of the *Bulletin* the committee volunteer form from President-Elect Linda Vida-Sonnen.

Also in this issue is the nomination form for the 1996 Chapter Award for Professional Achievement and the slate of nominations for Chapter officers.

Make this your year to get the most out of your Chapter membership. ■

### Bulletin Copy Deadlines:

May/June issue

April 1

Submit *Bulletin* copy on email, or disk with accompanying printout. Keep formatting and fonts as simple as possible and avoid tabs. I work from Word for Windows on PC, but can also use files in ASCII (preferred), Word for Mac or PC, and Word Perfect. Send to: Jeanne Fong, *Bulletin* Editor, Kresge Engineering Library, 110 Bechtel Engineering Center, University of California, Berkeley, CA. 94720-1796. 510-643-5565 or jfong@library.berkeley.edu. Submissions may appear on the San Francisco Bay Region Chapter's WWW home page unless the author's permission is expressly denied.

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**President's Message** continued from page 1

SLA will soon be distributing a new needs assessment survey known as "Super Survey." The survey, which is the first one since 1991, will be mailed to a representative sampling totaling one-third of the membership.

If you receive a survey, please take the time to complete and return it. It really can make a difference in the future direction of SLA.

The San Francisco Chapter is also due soon to start work on its own needs assessments survey. If you'd like to work on this project, please contact Kurt Shuck, the Strategic Planning Chair; President-Elect Linda Vida-Sunnen; or me. ■

Diane Rosenberger is Systems Librarian at the Federal Reserve Bank in San Francisco.

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**MEET OUR NEW MEMBERS****By Susan Brown**

**Kathleen Alderfer** is the Marketing Coordinator for Babcock and Brown, a small international investment banking firm in San Francisco. Her position includes a variety of duties including online research and maintaining a publications collection. 415-512-1515; [babcock!kathy@uunet.uu.net](mailto:babcock!kathy@uunet.uu.net)

**Clayton Shedd** lives in New York and works at Institutional Investor, a financial publication. He is a Client Services Manager in the Conference Division responsible for conference arrangements. He has an MLS, but got started in this field after library school. He hopes to relocate to San Francisco. 212-224-3843

**Gayle Hittle** is a solo librarian at Berliner Cohen, a San Jose law firm. Her library background is primarily in middle school libraries. 408-286-5800; [berliner@class.org](mailto:berliner@class.org)

**Howard Doherty** is the Corporate Sales Manager at Avenue Technologies. He has been there four years. 415-908-2221; [howard@avetech.com](mailto:howard@avetech.com)

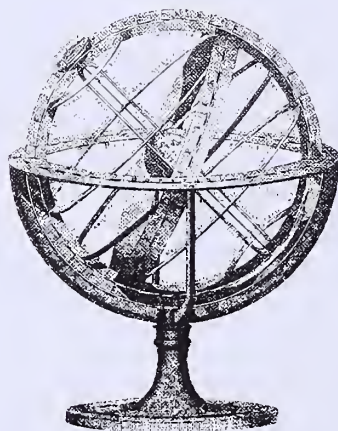
**Christine Dumas** is currently working as a Senior Library Assistant in a Washington DC law firm while she finishes library school. She plans to move to the Bay Area to pursue a career as a corporate librarian. 202-416-6443; [44dumas@cua.edu](mailto:44dumas@cua.edu)

**Cate Hutton** is well known to *Bulletin* readers who have enjoyed reading about her experiences during her year in Tibet as an American Libraries Association Fellow. She has rejoined SLA upon her return to the U.S. Having worked in public, academic and special libraries, Cate is now working as a Researcher/Librarian at University Relations for UC Berkeley. 510-987-9177; [cate.hutton@ucop.edu](mailto:cate.hutton@ucop.edu) ■

Susan Brown is Business Librarian at John F. Kennedy University in Walnut Creek. New chapter members can reach Susan at 510-295-0605 or [browns@garnet.berkeley.edu](mailto:browns@garnet.berkeley.edu).

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## KALEIDOSCOPE

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By Ella Hirst

Nyra Krstovich reports that **Kathleen McLaughlin** has left her job as research analyst at the Bechtel Enterprises Library to take a position with Charles Schwab. We hope that Kathleen will be able to send us some good investment leads.

**Terry Huwe**, Librarian at UC Berkeley's Institute of Industrial Relations, was a keynote speaker at the Centennial Congress of FID, the International Federation for Information and Dissemination, held this past November at the Hague, Netherlands. With Belgian librarian Michael Bauens, Terry presented a paper entitled "Knowledge Transfer in Cyberspace: A Model for Corporations."

Continuing the international thread, the East Asian adventures of **Cate Hutton** (see "High Altitude Librarianship," *Bulletin*, Jan/Feb 1996) received front page coverage in the *Oakland Tribune* on Christmas Day. Thanks to *Tribune* Librarian and Chapter Member Steve LaVoie, who thought Cate's experiences in Tibet would make a good story.

**Deborah Jan**, UCB Public Health Librarian and Chapter Directory Committee Chair, is one of five recipients this year of the SLA Diversity Leadership Development Program Award. The program, which is currently funded by EBSCO, was initiated last year to recognize minority librarians who are relatively new to the profession, and who show potential for leadership in the SLA. Debbie is invited to accept her award, along with a monetary prize, at the June annual conference in Boston.

And, from the southern hemisphere, **Diane Rosenberger**, our Chapter President, writes about her excursion to the Galapagos Islands: "The trip was organized by Inca Floats of Emeryville. We flew to Quito, then the next day flew over the Andes to Coca on the Rio Napo. Then we boarded a motorized, partially-covered canoe, and rode three hours in the rain to get to Sacha Lodge where we spent three full days in the rainforest with two terrific guides.

Lots of birds, monkeys, and even a sloth. Flew back to Quito for one night—a futile attempt to dry out from another rainsoaked three hours on the river—and on the next day flew the last six hundred miles to the Galapagos Islands. We spent three days on Santa Cruz Island seeing lots of tortoises and iguanas. (I also visited the library at the Charles Darwin Research Center.) We then took a boat for a week of exploring the other islands. Most days we had a morning walk, then snorkelling, and a late afternoon hike. Sea lions, porpoises, penguins, gorgeous fish, sea turtles, blue-footed boobies, red-footed boobies, frigate birds, and on and on. All of us unanimously agreed it was a really great trip."

On December 15, in West Oakland **Joan Galvez**, Information Services Manager for the Alameda County Library, invited us to the preview of her husband Daniel Galvez' mural of Malcolm X, which will be installed in Harlem's Audubon Ballroom. **Richard and Susan Geiger, Terry Dean, Cristina Campbell, Tim DeWolf, Marlene Vogelsang**, and many librarians from the Alameda County Library system were all on hand to see the magnificent mural.

As for me, I have been hanging out with the movers and shakers—no, not the literary lights, or the major donors, or President Bill Clinton, who is slated to attend the opening of the new San Francisco Main Library—but the guys from National Library Relocations, as we at San Francisco Public embark on the actual move of the Main Library collections. I have found out that a moving truck is spelled *dollie* and not like *Dolly* Parton, as I had imagined. One mover's question which I have been unable to answer satisfactorily is "Why do some people call them serials and other people call them periodicals?"

I must also close with a plea for more news. I know it's not like getting mentioned in Herb Caen's column, but I think we all like to find out about what our colleagues are doing. So let Kaleidoscope know! ■

If you have news items for Kaleidoscope, please send them to Ella Hirst at [ellah@netcom.com](mailto:ellah@netcom.com) or Marlene Vogelsang at [mxv6@pge.com](mailto:mxv6@pge.com).



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## SOAPBOX

### *Yet Another Future Cast*

By Terence K. Huwe

Although thinking about the future is always popular on the rubber chicken circuit, the explosive rate of technological change has intensified our interest in what is to come. The year 1995 yielded a bumper crop of futurists at library meetings, including local-dude Howard Rheingold at Montreal, and Paul Saffo and Peter Lyman at Chapter meetings. Consequently SLA members have heard a number of different viewpoints on the future of the profession. Soapbox Editor Terry Dean asked me to throw in my two bits, so here goes.

All professions are undergoing very serious growing pains. The literature of other fields reflects the same note of alarm found in library literature. It's important to remember that we have lots of company as we feel challenged. Yet, while technology is rewriting the rules for most types of professionals, the good news is that such a climate can help us evaluate our goals and keep them flexible. Necessity is the best teacher.

Libraries are particularly vulnerable in the political economy of power and technology. In addition to ever-increasing demands to justify our existence, greater expectations are made of us. Complex electronic data sources were never particularly easy to use; now, our users think everything is magically free via the Internet. I haven't worked for law firms since the Net made it big, but I can just imagine how frustrating it is to have an attorney say: "Just get it off the Internet. It's free, right?"

But I'm not concerned about the extra work—most of the electronic duties we have are fun, and many of us entered the profession because we love to help people. And frankly, librarians are better at this than any other group.

The biggest challenge technology presents librarians is the unquestioned reasoning that everything that can be automated should be automated. Look at any position paper or digital library WWW site, and there's just one belief that's missing and that is that digital libraries should build community, as libraries do (or should). Look a little harder and—

Surprise! It's official—computer scientists can't agree on what fields should comprise a hypermedia library. But the "development stream" of research presses on at flank speed.

Libraries, according to the California Library Association, are places where people, information and technology come together. That definition summarizes our best priorities for the future. First, we bring people together, frequently acting as networkers (and reference providers). Second, we advocate for the collection and retention of vital knowledge. And third, we use technology in ways that support the first two goals, and not as a goal in itself. This third goal is the key to keeping libraries relevant and valued.

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*Libraries, according to the California Library Association, are places where people, information and technology come together. That definition summarizes our best priorities for the future.*

---

That's a fairly obvious summary with which we're all familiar, but it runs contrary to what you hear in computing circles. It is based on the belief that technology should build "organic," interactive community instead of automating it. I think the biggest ideological battle we will ever fight will be over retaining human interaction in future digital libraries. I believe this because current technology development streams have created a new dynamic process called "disintermediation."

Simply stated, disintermediation is the process whereby technology replaces all of the "middle persons" in transactions. "Transactions" are not just "point of sale" aids, such as bar codes or Federal Express parcel tracking. They are, well, everything that you can think of. For example, how many registered nurses should be in direct contact with

Continued on page 11



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**Soapbox** continued from page 9

patients? How many reference librarians do we need if everyone has a "virtual agent?" Ask a computer scientist at UC Berkeley what he or she thinks of reference, collection development, and the like, and you're likely to get a vague answer about "virtual agents" or other automated subroutines.

Disintermediation is a great example of the unforeseen impact of technology. Indeed, it operates as an ideological viewpoint, and not simply as a "cool" new approach to things. It's as though valuable professionals such as librarians or highly skilled health care workers are subject to review and elimination simply because they stand between producer and consumer. Personally, I find it kind of creepy, and it flies in the face of the concept of the information intermediary, which is quite viable in a networked world.

Whether they know it or not, systems designers are dictating the terms of political battle among the professions in the coming years. Not convinced? Consider that, in unix, "library" is a term for groupings of code. This is an alarmingly low-level use of the word, but it often seems to be the one software designers remember first. Nurses and even lawyers have similar battles to fight to retain their current roles and create the new ones they want.

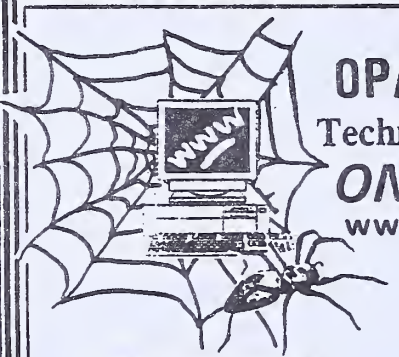
Thankfully, we have some strengths that we can use to advantage. Libraries straddle two communities: the high tech, highly educated world of the emerging "digerati," and the workaday world of harried professionals in the workplace. The latter group needs a lot of help. Even at a major research university campus such as Berkeley, many students and senior faculty are completely lost in technological contexts, and one of the only places that offers help in plain English is the library. This is so important that I think we should stake our future on this simple goal—to keep helping people find what they want.

As technology keeps shifting, it may be necessary for us to move onward or upward in our careers. New career paths are opening up that allow us to do so. *U.S. News & World Report* recently identified networked library services as a hot field. Creating good WWW services is certainly another. *Newsweek's* recently-published "Internet Fifty" story listed library-trained staffers at Yahoo among the other techies. No doubt there are others who are

doing a great job in new environments, too. Perhaps you are such a one, right now.

The future is a moving target, but studying it helps us to evaluate what's wrong with the present. This is perhaps the best use of forecasting. The oft-quoted Nicholas Negroponte said: "The best way to change the future is to create it." For librarians, that may mean defining ourselves as the training and helping professionals who straddle all technological platforms. If so, we must keep an eye on content, quality, preservation and public service. It's curious how such time-honored values remain durable, and yet sound radical, as commercial business struggles to make sense of information technology. ■

Terry Huwe is Director of Library and Information Resources for the UC Berkeley Institute of Industrial Relations. Soapbox items may be sent to Terry Dean, UC Berkeley Institute of Governmental Studies Library, at 510-643-6429 or [tdean@library.berkeley.edu](mailto:tdean@library.berkeley.edu)



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**NET TALK**

## *The Secret of the Missing E*

By Geri Kaman

A listserv may seem mysterious at first, but it is one of the easiest Internet tools to use second to email. In fact, getting on a listserv can be the impetus to check email routinely and a practical way to develop basic Internet skills in managing email.

A listserv is nothing more than an automated mailing list that focuses on some shared topic such as job postings, baseball, law, library interests—you name it!

There are only two things to know about a listserv—how to get on and off a list (subscribing) and how to send content to all the people on the list (posting). Understanding this difference is important. It is analogous to sending a letter to a newspaper subscription department asking to be placed on the delivery route (subscribing) versus sending a Letter to the Editor of a newspaper that will publish it for all to see (posting).

The usual listserv protocol is that one must subscribe to a listserv before one can post messages to that listserv. Some listservs will only accept postings that are reviewed and approved by a moderator. Other listservs function as a digest where postings are grouped and mailed periodically as one large email message.

### **Subscribing to a Listserv**

To be placed on the delivery route of a listserv, you send an email message to the subscription address of the listserv. No matter what the actual listserv name may be, the subscription address of the listserv is almost always called *listserv@someplace*, *listproc@someplace*, or *majordomo@someplace*. Sometimes the subscription address is referred to as the listserv address.

Often, subscription is an automated service that only accepts commands, so human words like “please,” “thank you,” “I would like to ...” just confuse the automated processor. If you find information on how to subscribe to a particular listserv and it says to “send commands to: ...” it means that

an automated processor will handle your subscription request and expects only commands. Again, the address to send the commands is the subscription address.

Here’s an example of an email message sent to subscribe to a listserv named slajob that distributes notices of SLA library jobs:

```
To: listserv@iubvm.ucs.indiana.ed
From: kaman@netcom.com
Subject: [completely blank]
Message
subscribe slajob Geri Kaman
```

You only need to send the subscription message once to get on the list. As you can see, the usual form is to send the command “subscribe” with the name of the listserv (in this case “slajob”), followed by your first name and your last name in the body of the message. Usually you will receive a return message saying that you are subscribed, and instructions on how to post messages to the list and to unsubscribe or signoff the list. Save those instructions!

### **Posting Messages to a Listserv**

Congratulations! You’re now one of the many people on an electronic mailing list. When you are subscribed you will start to receive mail; the volume of email will vary for each listserv.

To post a message to all the members that are on the listserv, first check any instructions you may have received. Usually you post messages by sending email addressed to the list address (not the subscription address), which starts out with the *name* of the listserv. For example, to send a message to the slajob listserv about an open library position, email would be addressed to *slajob@iubvm.ucs.indiana.edu*.

Remember, when email is sent to the list address (prefixed by the name of the listserv), the message is broadcast to everyone on the mailing list.

### **Finding a Listserv**

Information about listservs can be found in many Internet reference books as well as on the Internet itself. For example, a message that was posted to the buslib-l listserv (listserv for Business Librarians)



said to try the "List of Lists" at URL: <http://catalog.com/vivian/interest-group-search.html>. This WWW site allows you to search the List by whatever term you want. The information there, although good, has limits, so you may not find what you want.

A more comprehensive place for finding information and addresses for listservs only is URL <http://www.tile.net/tile/listserv/alphabeticalby.html>. Listservs are grouped by subject, and details are provided on usage. In April 1996, addresses for listproc and majordomo will be added as well.

Finally, for those who prefer to browse an entire mall of library listservs before choosing one, a fabulous place to visit is URL <http://link.tsl.state.tx.us/1/.dir/libmail.dir>. You can read through the mail postings of over 170 library-related listservs to get an idea of the topics, level of discussion, and frequency of postings. This is my favorite place to become current on library matters in a very short time. Two other ways to access this same site are URL <telnet://link.tsl.texas.gov> (login as "link")

and URL [gopher://link.tsl.texas.gov:70/Information by Subject/Library and Information Science/Library and Information Science/](gopher://link.tsl.texas.gov:70/Information%20by%20Subject/Library%20and%20Information%20Science/Library%20and%20Information%20Science/).

### The Mystery of the Missing *E*

Why is listserv spelled without the *e*? Listserv without the *e* is eight letters long—exactly one computer byte of information. One byte of eight letters is cheaper to store and handle than two bytes of nine to sixteen letters. This economical fact is why many usernames in email addresses are no more than eight letters, even though it means truncating a person's last name. Computers like dealing with pieces of eight—yo ho ho! ■

Ideas for discussion topics or article contributions for Net Talk may be sent to Geri Kaman at [kaman@netcom.com](mailto:kaman@netcom.com)

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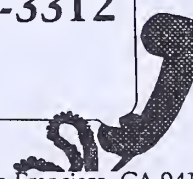
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## Looking Out for Digital Libraries

By Lorna Corbetta-Noyes

Have you been reading a lot about digital libraries in both the news and library literature? What's the difference between digital, virtual, and electronic libraries? Do you want your library to be on the cutting edge of technology?

You can learn about the impacts and issues involved in digital libraries as well as the tools and technologies being applied to develop these components of the digitized world at the May 10 Professional Development Workshop sponsored by the San Andreas Chapter of SLA. "Digital Libraries: Setting Your Sites" features presentations by Cynthia Hill, Manager of Library and Information Systems at Sun Microsystems; David Levy, Researcher, Systems

Practices Laboratories at Xerox PARC; and Robert Simons, General Counsel at Knight-Ridder Information, Inc. They will address technical considerations, planning, budgeting and implementation issues, and copyright.

The workshop will be held Friday, May 10, from 8:00 a.m. to 12:30 p.m. at Raychem Corporation in Menlo Park. The cost is \$30.00 for SLA members, \$35.00 for non-members, and \$20.00 for students and those who are retired or between jobs.

See the flyer included in this issue of the San Francisco Chapter *Bulletin* for details, a registration form, a map, and directions. For additional information, you may contact **Christine Merten** at 415-347-6335 or **Roberta Fagin** at 415-358-4711. ■

Lorna Corbetta-Noyes works at Research Libraries Group, Inc.

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The San Francisco Bay Region Chapter Award for Professional Achievement rewards members for their "notable and enduring contributions to the Chapter and the profession." Previous award winners are Betty Roth, Bill Petru, Barbara Ivantcho, Jack Leister, Marie Tilson, Mary Wawrzonek, Louise Addis, Janet Vratny, Bob Britton, Zohreh Imam, Marie McKenzie and Angela Brunton.

The Professional Achievement Award emphasizes local activity and leadership. It does not require participation at the Association level or a publication record.

Don't let that special Chapter member go unrecognized. Nominate a fellow member by completing the form below. All nominations are completely confidential. Deadline for receipt of nominations is April 1, 1996, but don't delay—send it in today.

**NOMINATION FORM**

Nominee \_\_\_\_\_

Nominated by \_\_\_\_\_

Signature \_\_\_\_\_

Phone number \_\_\_\_\_ Date \_\_\_\_\_

On a separate sheet, please describe the outstanding achievement(s) or contribution(s) to the Chapter or special librarianship/information science on which the nomination is based. Include pertinent biographical data for the nominee. Forward in confidence to:

Wess-John Murdough  
Degenkolb Associates, Engineers  
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350 Sansome Street, Suite 900  
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## ***The Library of California: Multitype Library Networking for California***

By Wess-John Murdough and  
Wynne Dobyns

A milestone was reached on November 30, 1995, when the Network Steering Group of the California Library Networking Task Force approved the plans for a multitype network of all libraries in California. The seven-year planning process involved representatives of school, academic, public and special libraries, and professional and library organizations. Planning was conducted in phases so that participants could reach agreement in each area before moving on to the next. As a result, the final plans represent a carefully crafted consensus of the kinds of networks and services envisioned for California's library users.

The Network Steering Group also approved "Library of California" as the title for this multitype network which expects to create the world's largest library for the people of California. The network mission, as stated in the Network Framework document adopted by the California Networking Task Force, is to link regional library networks, libraries, governmental entities, and information agencies in order to provide and enhance the opportunity to obtain materials and information services.

The two major components of the network are the framework on which the multitype network will be based and the network services that will be provided. The Network Framework and Network Services documents are very detailed and have been carefully drafted to address the concerns of each type of library. The following descriptions summarize the key points of each.

### **Network Framework**

The basic principles of the network involve commitments to equity of access and service, intellectual freedom, support for the development of existing strengths of member libraries, equity in governance, local control and voluntary participation by institu-

tions—all key aspects of the cooperative nature of the network.

The framework of the Library of California will be based initially on five designated Regional Library Networks (RLNs)—Northern California, Greater Bay Area, Central Valley, Greater Los Angeles Basin, and San Diego and the Inland Empire. Currently, the proposal is that the RLNs be based on one of two models: an all-in-one network in which all types of libraries in the region would be linked together in one large network; or a multidimensional network in which libraries would be linked to other libraries of the same type in parallel systems and/or to all types of other libraries in smaller geographical areas within the region. The multidimensional network is, in effect, a network of smaller networks. Each RLN must allow all eligible libraries to join through one of these models.

All public, school, academic, and special libraries may elect to become a member of a Regional Library Network as long as they meet minimum requirements and their funding is not reduced as a result of network participation. All participating libraries must meet the following criteria:

- ✓ Have a written mission statement and service objectives; a fixed location; established and posted hours of service; an organized collection of information and materials accessible for use by its designated clientele; designated, on-site, paid staff for library services; and an established funding base.
- ✓ Be a part of an organization or institution that has a legal basis for operation.
- ✓ Agree to share and/or provide resources and services with/for other members of the RLN as defined by jurisdictional policies, procedures, and performance standards.
- ✓ Meet minimum resource-sharing performance standards as defined and disseminated by its RLN.

In addition to these RLNs, a Statewide Resource Libraries Group (SRLG) will be established. To belong to the SRLG, libraries must be members of an RLN, own 1.5 million volumes, and add at least fifteen thousand titles a year; agree to provide access

Continued on page 24



**DIRECTORY COMMITTEE**

## ***Haven't Received Your 1995 Membership Directory Yet? Don't Like Your Directory Entry?***

By Debbie Jan

By now Chapter members should have received their 1995 Chapter Membership Directory. Unfortunately, due to a Post Office metering error, some of you may not have received the directory or, if you did, received it with postage due.

Any members who have not yet received a directory should contact me.

Approximately fifty to sixty members whose last names begin with the letters *A* through *E* were sent directories with insufficient postage. To those of you who had to pay postage, I can offer as reimbursement

a \$1.00 postage stamp. The \$1.00 stamps had originally been purchased so that I could put them on any directories returned to me for insufficient postage; so far, none have been returned. I apologize for any inconvenience and confusion.

Now for some good news. As I have been feverishly updating the Chapter databases, I have also been adding fields for World Wide Web sites that will enable individuals and organizations to add WWW information to the directory. The membership directory update form has been revised to include this information. The organization subject list has also been expanded with subjects suggested by members.

Included with this issue of the *Bulletin* are the revised membership directory update form and subject list. They are also available on the WWW. The URL for both documents is <http://www.lib.berkeley.edu/autobiography/djan>.

Please review your directory entry for accuracy. If you have any questions, please contact me at 510-642-2511 or [djan@library.berkeley.edu](mailto:djan@library.berkeley.edu). ■

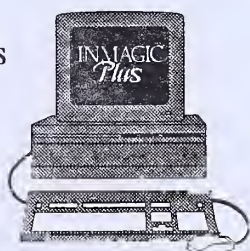
Debbie Jan is Directory Committee Chair. She works at UC Berkeley's Public Health Library.

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The success of our chapter is in direct proportion to the energy and ideas contributed by its members. The cost effective way to contribute is through the committees. The rewards? Getting to know your fellow professionals, enhancing your skills, and broadening your experiences while having fun. I encourage all of you, especially if you have never served on a committee before, to consider the following activities, perhaps phone the current committee chair to learn more about it (see page 2 in this issue of the *Bulletin*), check off the activities that interest you, and send this form to me by April 15.

Linda Vida-Sunnèn  
Water Resources Center Archives  
410 O'Brien Hall  
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- ☐ *Bulletin* - Edits and produces Chapter *Bulletin*
- ☐ Directory - Publishes Chapter directory
- ☐ Elections - Handles annual Chapter election of officers
- ☐ Finance - Prepares annual budget, works with the Treasurer, conducts audit of annual report
- ☐ Fund Raising - Solicits contributions to underwrite Chapter activities
- ☐ Government Relations - Acts as liaison with SLA legislative network, monitors relevant legislation
- ☐ Hospitality - Selects locations and makes dinner meeting arrangements
- ☐ InfoLine - Retrieves and distributes all Chapter mail and messages
- ☐ International Relations - Acts as liaison with SLA International Relations Committee
- ☐ Jobline - Prepares and posts job announcements
- ☐ Mailing - Handles Chapter mailings
- ☐ Professional Development - Arranges continuing education programs
- ☐ Program - Selects topics and organizes meeting programs
- ☐ Publicity - Publicizes activities; works to enhance Chapter and SLA visibility and image
- ☐ Special Publications - Produces Chapter publications other than *Bulletin* and Directory
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**NOMINATING COMMITTEE*****San Francisco Bay Region  
Chapter Nominees 1996*****By Tim DeWolf**

The following is the slate of candidates chosen by the Nominating Committee and presented at the January Chapter meeting.

Thanks are due the Nominating Committee—George McGregor, Beth Edelstein, Chris Orr, and ex-officio members Diane Rosenberger and Linda Vida-Sonnen—for their successful efforts.

**Rita Evans, President-Elect**

Rita Evans is Information Resources Manager at Dolby Laboratories where she has worked since 1985. She was Senior Information Specialist at Westinghouse Electric Corporation in Pittsburgh, PA from 1984–85, and Information Analyst at Gulf Oil Corporation from 1978–84. She received an M.L.S. from the University of Pittsburgh in 1977.

Rita served as *Bulletin* Editor for the San Francisco Chapter for three years; she previously chaired the Library Visits and Publicity Committees. She was on the Association's Nominating Committee in 1991–92, and served as the second Convener of the Solo Librarian's Caucus in 1989–90. She was Pittsburgh Chapter Treasurer and Programming Chair in the mid-1980s.

Rita lives in San Francisco with her husband and three cats, and edits and produces a quarterly newsletter for her neighborhood association. She is an avid baseball fan and enjoys hiking and camping, taking photos, reading, gardening and cooking for friends. Rita is a Universal Life Minister and performs outdoor weddings and seasonal rituals.

**Loretta M. Sevier, Director**

Loretta Sevier is the Managing Director and principal of Taylor & Associates Library Management and Personnel Services. Loretta is responsible for the overall management of the company and employs over forty consultants, librarians, and library assistants in the Bay Area. Taylor & Associates provides library management, consulting, and personnel services to law firms, management consulting firms, public utilities, engineering and biotechnology firms, state agencies, and high technology firms.

Loretta has worked as a Senior Legal Assistant for a complex trial involving a Japanese company and has lived and worked in Japan as the Director of Research and Overseas Programs for a Japanese company. She has lived and worked in Paris and owned a construction company employing juvenile delinquents and handicapped individuals.

In addition to being the mother to two children, Loretta has been a Big Sister for seven years, tutors for the St. Anthony Literacy Project, and is a member of LOSA, an organization that coordinates paid internships for disadvantaged youths in San Francisco.

**Tony Obregon, Secretary**

Tony Obregon is research analyst for the marketing department at Deloitte & Touche LLP. He supports the accounting, tax, and marketing practices of northern California and the Pacific northwest.

Prior to his current position, Tony worked at rival Big-6 accounting firm KPMG Peat Marwick, where he managed six satellite offices as their Bay Area librarian.

For the last five years, Tony has continued to work part-time as a service auditor for Bestmark Inc. By playing the part of a mystery shopper, he rates businesses on value and customer satisfaction based on his assessments of personnel, facilities, pricing, and product quality.

Being a member of the SLA has allowed Tony to join the strong alliance among accounting librarians in San Francisco. ■

Tim DeWolf is Chair of the Nominating Committee and a past Chapter President. He is Library Manager at BHP Minerals.



## DECEMBER DINNER MEETING

### *The Electronic Piñata*

By Anna Mancini

On December 5 a festive holiday crowd of librarians and guests gathered at the Turf Club of the Bay Meadows Racetrack in San Mateo for a joint dinner meeting co-sponsored by the San Andreas and San Francisco Bay Region Chapters of SLA and the Northern California Law Libraries

The evening's guest speaker was Paul Saffo, a professional futurist and visionary whose specialty is determining the long-term impact of new information technologies. He heads the Institute for the Future, a consulting firm located in Menlo Park that specializes in long-range planning and forecasting. His observations on the future of information ranged from confusing to shocking to familiar (for us librarians). Following are some of his predictions.

---

*"... now many WWW users can simultaneously visit the same WWW page and never know the others are there; some day all the users will be able to 'see' each other."*

---

Books and print are not obsolete. We are on the cusp of a revolution from print to electronics. The first is not spent, the second not quite underway. However, we are becoming paperless just as we once became horseless.

While the '80s were shaped by microprocessors, the '90s will be shaped by the advent of cheap lasers that read CDs and optical disks, making the '90s an access revolution.

Saffo compared the World Wide Web to a magazine page, i.e., similarly two-dimensional and containing dead information. He predicted that the WWW as we know it is dead, and that this model is unlikely to be around in the next twelve months.

"Dead" information on the WWW will soon be alive; Saffo used Hot Java, the new application from Sun Microsystems, as an example. He also mentioned the advent of the "Intranet" or internal WWW pages. Many companies are using the WWW to distribute internal information, building protection (called "fire walls") into their systems to prevent access from outside the company. At Silicon Graphics, for example, the employee manual is actually on the WWW, making the information "live."

Saffo predicted that the WWW will bring interaction with other people. For example, now many WWW users can simultaneously visit the same WWW page and never know the others are there; some day all the users will be able to "see" each other.

Saffo finished by predicting that the \$500 terminal, which has been in the news so much lately, will be the Christmas hit of 1997. ■

Anna Mancini is a Senior Information Specialist at the Apple Library, Apple Computer.

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## JANUARY CINEMA MEETING

*Librarians—  
in & at the Movies*

By Rita Evans

On Tuesday, January 23, San Francisco Chapter members met at The Casting Couch in San Francisco for a special screening of the 1957 film *Desk Set*.

Before the movie started, Assistant Programming Chair Marie McKenzie noted that while this was a very different type of meeting for the Chapter, a timely telephone call had uncovered the fact that it wasn't the first time a Chapter meeting had featured *Desk Set*. In 1956, the Chapter had sponsored a theater night, and attendees saw the play *Desk Set* at the Curran Theater, proving once again that there's not much new under the sun.

In the stage version, Shirley Booth played Bunny Watson, Katherine Hepburn's role in the movie. Ms. Booth was made an honorary member of the San Francisco Chapter at a reception at Cafe Mozart following the performance. She had also been made an honorary member of the New York and Southern California Chapters where the play had previously run.

Marie also did some research on the building, 30 Rockefeller Center, where *Desk Set* takes place. Former San Francisco Chapter member Bob Britton, who now works at *People Magazine* in New York City, told her that NBC occupies most of the building, and it's known locally as "30 Rock." A colleague of Bob's said that the 28th floor (*Desk Set*'s Research Department is in Room 2809) is devoted to "NBC Database," which may be where their main frames are, and the technical support staff and such. Marie noted, "That seems pretty appropriate, doesn't it, in light of the plot of *Desk Set*?"

*Desk Set* takes place in the Research Department (a.k.a. corporate library) of a television network, where the staff, headed by quick-witted Bunny Watson, is threatened by the installation of Emmerac, a computer created by efficiency expert Richard Sumner, played by Spencer Tracy. A romantic triangle emerges among Bunny, Sumner, and Mike Cutler, Bunny's boyfriend of seven years.

I first saw *Desk Set* about twenty years ago, after I had started my corporate library career, and was astonished that there was actually a movie about my line of work. I was further astonished that such a film could be made without the words "library" and "librarian" ever being used, which seemed to confirm my suspicions about how my profession was viewed. (On seeing it a second time, I found I was wrong; Bunny Watson mentions taking "library" classes at Columbia, and she later tells a staff member to concentrate on learning everything she can about the "reference library.") Twenty years later, we're still grappling with the connotations of "library," "information," and "research."

---

*"Bunny Watson notes that no computer will ever manage to make the bizarre cross-references her brain does, giving her an edge in certain retrieval situations."*

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The film's depiction of resistance to and fear of technology and its consequences for job security are just as apt today as they were forty years ago. And so is Richard Sumner's assertion that computers can't replace people, they'll simply take over some of the drudge work, freeing people to concentrate on what they do best.

Some of the movie is pretty laughable, especially from today's vantage point. The enormous Emmerac computer took up more space than many of us have in our entire libraries, and its banks of blinking lights would do *Star Trek*'s set designers proud. Data input appears to have been via punch cards, but the queries were natural language—something that still poses huge problems in 1996. The totally uptight, no-nonsense computer operator Miss Warriner abandons her technical strengths and dissolves into hysterical tears at "Emmy's" first major malfunction.

But some things sure are on target. Bunny Watson notes that no computer will ever manage to make the bizarre cross-references her brain does, giving her an edge in certain retrieval situations. She demonstrates this in a hilarious scene involving lunch on the freezing roof of the network building, where Sumner tries to trip her up with conventional logic,

Continued on page 26, column 1



## MEMBERSHIP MEETING

By Diane Rosenberger

The Membership Meeting was held Tuesday, January 23, 1996. Present were Lorna Beich, Katherine Bertolucci, Carol Block, Angie Brunton, Sharon Brunzel, Shannon Burchard, Nancy Castor, Keith Costas, Jackie Desoer, Tim DeWolf, Elyse Eisner, Rita Evans, Laura Fase, Betsy Fowler, Diane Gamlowski, Wayne Gribbling, Cynthia Hill, Marc Hofstadter, Nyra Krstovich, Tony Landolt, Mark Mackler, Anna Mancini, Michael McCulley, Marie McKenzie, Christine Moore, Angela Moore-Evans, Wess Murdough, Maggie O'Brien, Chris Orr, Diane Rosenberger, Loretta Sevier, Kurt Shuck, Kathy Sklar, Linda Suzuki, Mary Torres, Denise Van Sanat, Marlene Vogelsang, Eris Weaver, Sharon Wilensky.

Wess Murdough, as Past-President and Bylaws and Procedures Chair, presented the proposed changes to the Chapter's Bylaws. A motion to accept the changes was made and seconded. By a show-of-hands vote, the changes were unanimously accepted.

Tim DeWolf, Nominating Chair, presented the slate of officers for 1996/97: Rita Evans, President-Elect; Loretta Sevier, Director; Tony Obregon, Secretary. ■

Diane Rosenberger is Chapter President.



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## SLA SAN FRANCISCO BAY REGION CHAPTER TREASURER'S REPORT

For the period: 7/1/95 through 12/31/95

### INCOME

<i>Bulletin</i> ads	4,429.50
Directory	115.00
Directory ads	690.00
Fundraising	1,410.00
Interest	229.97
Jobline	1,750.00
Library tours	1,003.00
Meetings	4,039.95
Prof. development	1,315.00

**Total Income** 14,981.97

### EXPENSES

Answering service	150.00
<i>Bulletin</i>	8,122.57
<i>Bulletin</i> ads	150.81
<i>Bulletin</i> equipment	440.27
Director - Program	1,098.65
Directory	735.22
Fundraising	45.39
Library tours	777.86
Meetings	4,007.47
Networking	161.00
President	644.25
President-Elect	57.07
Prof. development	593.61
Special Pubs.	702.34

**Total Expense** 17,686.51

### TOTAL INCOME/ EXPENSE

-2,704.54

### ASSETS

Certificate of Deposit	15,319.48
Checking Account	30,654.73

**Total Assets** 45,974.21



## EXECUTIVE BOARD MEETING

By Ella Hirst

The Executive Board met Tuesday, December 5. Present were Bill Van Niekerken, Linda Vida-Sunnen, Linda Suzuki, Wess Murdough, Diane Rosenberger, and Ella Hirst.

**Treasurer's Report.** The Chapter is in good financial shape.

**Program Report.** Linda Suzuki said the January 23 *Desk Set* meeting will be at the Casting Couch; February is tentatively set for Gabbiano's with a speaker from Smart Valley; March and April locations are not set, but the speakers will be Eunice Azzani from Korn Ferry and Richard Tong on intelligent agents, respectively.

**By-laws Committee.** Wess Murdough has received no responses from chapter members about the proposed changes. There has been no comment received from SLA Headquarters about the changes; we assume the changes are okay. The new by-laws will be voted on at the January meeting.

**California Library Networking Task Force Steering Group.** Wess reported that the steering group has come up with two sets of agreements: a network framework and network services. It will be a year before legislation for the network proposal can be presented to the state legislature. The ultimate goal is to have a Library of California, where anyone in any part of the state will be able to have access to any material in any California library.

### Mentor reports.

(Bill Van Niekerken) **Fundraising** is on target. **Advertising:** One of the directory advertisers complained of poor print quality, and was refunded the price of its ad. It was suggested that we notify advertisers in advance about requirements for ad copy quality.

(Diane Rosenberger for Marie McKenzie) **Publicity** reports that our chapter home page, which will be

mounted on the San Jose State University server, should be ready by National Library Week.

**Academic Relations:** There are two people applying for SLA scholarships; Chris Orr will conduct interviews.

(Linda Suzuki) **Hospitality** is doing well. **Infoline:** Pacific Bell did not get our phone number into the directory, so we are still using the answering service. **Tours:** Bechtel, PG&E, San Francisco Public Library and the Fremont Main Library are in the works.

(Wess Murdough) **Consultation:** Bonnie Wildorf is doing a headhunter firm; Alice Sullivan is working with an engineering firm. **Professional Development:** Robert Burke reports that they are reorganizing and rethinking the Spring program.

(Linda Vida-Sunnen) **Special Publications** hopes to complete indexing of the *Bulletin* possibly by the summer. **Directory:** Eighty new directories have been distributed at meetings and tours; entries have new fields for WWW Sites and Chapter status.

(Diane Rosenberger) **Nominating Committee** is working on the official slate. **Jobline:** There is a steady income from the job postings. **Elections:** The subject of elections is on hold until the new proposed by-laws are voted upon.

**Sierra Nevada Chapter Challenge.** Diane Rosenberger is waiting to hear from Sierra Nevada in reply to the Chapter's expression of interest in discussing possibilities for a joint promotional activity for National Library week.

**Membership.** Linda Vida-Sunnen noted that we had fifty non-renewals; some may be due to errors at SLA Headquarters.

**1999 Winter Meeting in San Francisco.** Diane and Linda are going to this year's winter meeting, and will bring back a report on local chapter responsibilities for 1999. ■

Ella Hirst is Chapter Secretary. She works in the Business Science Documents Department of the San Francisco Public Library.

**Library of California** continued from page 16

to its resources to members of the state network; and make a commitment to maintain research level collections and specialized expertise. The California State Library and the California State University System will be considered Statewide Resource Libraries.

In order to provide a level of autonomy, each RLN will govern itself by means of a Regional Network Council, which will establish its own by-laws and determine the RLN's policies, procedures, and performance standards, and by means of a representative board, which will employ staff and oversee day-to-day operations. Composition of the councils and boards is defined in the Network Framework document.

The planning process for development of the Regional Library Networks has been carefully designed. The California Library Networking Task Force will coordinate the appointment of a Regional Planning Group (RPG) for each region. These RPGs

will be representative of the ethnic, cultural, and geographic diversity of the region and will include at least one representative from academic, public, school, and special libraries, and from existing cooperatives, groups, networks, and SRLGs within the region. As part of the planning process, each RPG will identify libraries in the region, plan for and obtain community input at key points in the planning process, identify needs and priorities for regional network services, outline a long-range plan, and propose an administrative and organizational structure for the RLN.

**Network Services**

The Network Services as adopted by the task force encompasses ten different service programs which vary in scope and detail. The order presented in no way reflects on the relative importance of any of these programs.

**Access Services Program**

This program would address the needs of library users to access resources unavailable in their local libraries of whatever type, i.e., academic, public, school, and special.

Access Services is comprised of three parts: Interlibrary Loan/Document Delivery in the traditional library sense; Patron Referral and On-site Services, which through a system of interlibrary reciprocity and reimbursement, would enable primary libraries to refer their users to another library whose services normally would not be accessible to those users but which would offer access because it owns the materials needed; and Direct Loan, whereby users could bypass traditional interlibrary loan services and obtain material directly from a library other than their primary library. Such a patron-initiated version of interlibrary loan could be handled in person or done electronically, possibly with the use of statewide electronic library borrowing cards.

**Regional Reference Program**

The three components of this program are regional interlibrary reference services, improved local reference services, and improved reference service to the underserved.

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## Statewide Reference Program

Serving as a complement to the Regional Reference Program, this program would help with the development of new reference tools and reference educational programs for library staff. Third level reference service would be provided and ethnic reference service enhanced and improved. Electronic links are emphasized throughout these programs.

## Public Awareness Program

This program would be in charge of producing statewide publicity of the Library of California network and for training local libraries in public relations techniques.

## Training and Education Program

Library staff in the regional networks would get training in the effective use of the new multitype library network, and receive assistance in developing future training and educational programs to keep up with new and emerging technologies.

## Cooperative Coordinated Resource Development Program

The Cooperative Coordinated Resource Development Program would try to ensure the continual alignment of California's resource base with diverse and emerging constituent needs; create, implement, and sustain a plan for statewide coordinated resource development; and facilitate the participation and cooperation of all California libraries in the multitype library network regardless of size.

## Preservation Program

A new Preservation Information Center would be established and operated under the Preservation Program. The program proposes preservation funding, identification of materials for preservation, and preservation education and training.

## Identification and Location of Library Resources

The program for serials would focus on the long-range goal to upgrade and merge the three existing serials databases, CALLS, CDB-S/CULP, and the

RegionVII subset of SERHOLD. For non-serials material, bibliographic access to items that are currently inaccessible would be expanded through development of a distributed electronic database. The Internet or other equivalent utilities would be the key resource. Research and evaluation of new and emerging technologies would be ongoing.

## Network Telecommunications Program

This program envisions active participation by the library community in the restructuring of the telecommunications industry so that the state's library services can be delivered electronically throughout the multilibrary network.

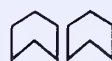
The Library of California will also be developed as the link for those Californians otherwise unable to hook up to the information superhighway.

Library of California continued  
on page 26, column 2

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**Desk Set** continued from page 21

and she bulldozes right past him with her encyclopedic knowledge and incisive mind.

The staff's awareness that published information can be incomplete or incorrect is something with which we're all familiar, especially in these days of lax quality control in the content of some databases. Also familiar was Mike Cutler using Bunny to review and correct his financial plans before an important meeting, where, of course, he will get all the credit and a promotion to vice-president.

*Desk Set* doesn't preach the sorry message of so many films from the '50s that a woman has to choose between a career and love. Bunny is a very feminine character, but it's her job and her staff she fights for, not her womanliness.

A scene that really hit home showed Sumner and Miss Warriner trying to pinch-hit for the research staff, all of whom have just received pink slips and all of whom are watching and smiling as the two rookies attempt to handle several customer requests at once, while having little idea of how to handle their queries. It's a scene that should be watched by any executive thinking of outsourcing his or her organization's library/information function.

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Thanks to the Programming and Hospitality committees for providing meeting attendees with a different venue and a different menu (hot dogs and popcorn, of course!) Mark Mackler of Kenney, Burd & Markowitz was the winner of the drawing for (what else?) a "desk set." Thanks also to Advanced Information Management for sponsoring the prize. ■

Anyone with an interest in writing a feature article may contact Rita Evans at Dolby Laboratories at 415-558-3059 or [re@dolby.com](mailto:re@dolby.com).

**Library of California** continued from page 25

The principles that will guide network development include protection of first amendment rights, equal access, user privacy and confidentiality, and intellectual property rights.

Data security and interoperability standards and principles will be incorporated into the infrastructure design.

**Network Delivery Program**

This program would coordinate and implement cost effective and timely methods for exchanging materials and information among libraries at the local, regional, and state level; focus on the needs of the underserved; and complement the work of the Access Services and Network Telecommunications Programs.

The next steps involve drafting proposed legislation, developing legislative strategy, and identifying sponsors to present the legislation in January 1997, the first year of the next legislative term.

There will be public hearings to build support for the proposed Library of California and distribution of detailed information about the network framework and services to library communities.

The success of the Library of California will require the support of all libraries. If you would like more detailed information or a copy of either the Network Framework or the Network Services documents, please contact either Wess-John Murdough, the San Francisco Bay Region Chapter representative to the California Library Networking Task Force Network Steering Group at 415-392-6952 or [murdough@ix.netcom.com](mailto:murdough@ix.netcom.com), or Wynne Dobyns, the San Andreas Chapter's Steering Group representative, at 408-974-5054 or [dobyns.w@applelink.apple.com](mailto:dobyns.w@applelink.apple.com). ■

Wess-John Murdough is the librarian at Degenkolb Associates, Engineers. Wynne Dobyns is law librarian for Apple Computer, Inc. Both are past presidents of the San Francisco Bay Region and San Andreas SLA chapters, respectively.



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## CALENDAR

### MARCH

**Mar. 6–8: SLA Pharmaceutical Division Spring Meeting. "Re-engineering Your Library and Information Services."** Mark Hopkins Hotel in San Francisco. Cost \$150 (Division members), \$200 (other SLA members and non-members). For information contact 716-887-3637 or kreizman@bms.com

**Mar. 9: Business Resources on the Internet.** UC Berkeley Extension in Berkeley, 9:30 a.m.–4:30 p.m. Cost \$235. For information contact 510-642-4111. **Repeated Apr. 20**

**Mar. 13: Using the Internet Part 3: Resource Tools.** UC Berkeley Extension in San Francisco, 9:30 a.m.–4:30 p.m. Cost \$200. For information contact 510-642-4111. **Repeated Mar. 23 in Berkeley**

**Mar. 14: "Microcomputers—The Big Picture."** Sacramento. Sacramento-El Dorado Medical Society. 4:00 p.m.–5:00 p.m. Cost: \$10 NCNMLG members, \$15 non-members. For information contact Laurie Potter at 702-747-5581

**Mar. 16, 23: An Introduction to Professional Searching Strategies.** UC Berkeley Extension in San Francisco, 9:30 a.m.–4:30 p.m. Cost: \$220. For information contact 510-642-4111

**Mar. 20: San Francisco Bay Region Chapter SLA Dinner Meeting.** Guest Speaker: Eunice Azzani. San Francisco. Details TBA

**Mar. 21–22: SLA Middle Management Institute: "Management Skills."** San Francisco. Topics include The Role of Corporate Cultures, Management Style and Group Dynamics, Management Communications, Problem Solving and Decision-making, Developing a Strategic Plan. For information contact SLA's Professional Development Department at 202-234-4700, ext. 649 or tracy@sla.org

**Mar. 23: An Introduction to Lexis-Nexis.** UC Berkeley Extension in Berkeley, 9:30 a.m.–4:30 p.m. Cost \$225. For information contact 510-642-4111

Communications, Problem Solving and Decision-making, Developing a Strategic Plan. For information contact SLA's Professional Development Department at 202-234-4700, ext. 649 or tracy@sla.org

**Mar. 23: An Introduction to Lexis-Nexis.** UC Berkeley Extension in Berkeley, 9:30 a.m.–4:30 p.m. Cost \$225. For information contact 510-642-4111

**Mar. 26–Apr. 23: Installation and Management of World Wide Web Servers.** UC Berkeley Extension in San Francisco, Tuesdays 6:30 p.m.–9:30 p.m. Cost \$345. For information contact 510-642-4111

**Mar. 26: Public Library Association's Sixth National Pre-Conference "Organizational Culture: Pathways to Success,"** featuring Abigail Hubbard. Portland. Cost \$105. For information contact Caroline Mann at 503-413-7820.

**Mar. 28–29: NOCALL Spring Institute "The Technology Challenge: Planning & Managing for the Future."** Sheraton Palace Hotel in San Francisco. For information contact Jo Caporaso at 415-393-2560.

**Mar. 29: San Francisco Bay Region Chapter SLA Professional Development Committee Spring Workshop "Cataloging Problems in the Special Library: Now and Forever."** San Francisco. Cost: \$20 for SLA members, \$25 for non-members. Guest speaker Regina Wallen, Asst. Director for Technical Services, Robert Crown Law Library, Stanford University. For information contact Michael Daw at Golden Gate University Law Library, 536 Mission Street, San Francisco, 94105.

### APRIL

**Apr. 6: The Internet: What is It?** UC Berkeley Extension in Oakland, 10:00 a.m.–2:00 p.m. Cost \$55. For information contact 510-642-4111

**Apr. 10: Using the Internet Part 4: Search Strategies.** UC Berkeley Extension in San Francisco, 9:30 a.m.–4:30 p.m. Cost \$200. For information contact 510-642-4111. **Repeated Apr. 20 in Berkeley.**



**Apr. 11–12: SLA Regional Conference (Pacific Northwest Chapter).** “Alter Your View—A Networked Electronic Access SLA Regional Conference.” Keynote speaker: Barbara Quint. Seattle. For information contact Marilyn Goebel at 206-448-5429 or mgoebel@accgw.ghc.org. Reduced fee if you register before March 11. Space limited.

**Apr. 14–20: National Library Week**

**Apr. 15: Northern California and Nevada Medical Library Group workshop “Copyright Law in the Age of Technology,”** presented by Laura Gasaway. San Francisco. Cost \$50 for NCNMLG members.

**Apr. 17–22: Association of Independent Information Professionals Annual Conference.** Albuquerque, NM. For information contact AIIP at 212-779-1855

**Apr. 18: An Introduction to Copy Cataloging.** UC Berkeley Extension in Atherton. 9:30 a.m.–4:30 p.m. Cost \$115. For information contact 510-642-4111

**Apr. 20, 27, May 4: Internet Skills For Library Personnel.** Diablo Valley College Certificate Program in Library and Information. 9:00 a.m.–3:30 p.m. For information contact Mary Dolven at fax 510-798-3588 or mdolven@viking.dvc.edu

9:00 a.m.–12:00 p.m. Cost \$295. For information contact 510-642-4111. **Repeated Apr. 22–May 20** in Atherton, Mondays 6:30 p.m. – 9:30 p.m.

**Apr. 22–25: Information Discovery on the Internet at the Center for Higher Education.** San Ramon. Diablo Valley College Certificate Program in Library and Information Technology. 8:00 a.m.–12:30 p.m. For information contact Mary Dolven at fax 510-798-3588 or mdolven@viking.dvc.edu. **Repeated May 17–19 at different times.**

**Apr. 27–28: Using the Internet Part 5: Creating Home Pages for the World Wide Web.** UC Berkeley Extension in Berkeley, 9:30 a.m.–4:30 p.m. Cost \$360. For information contact 510-642-4111. **Repeated in San Francisco May 8–9.**

**Apr. 20, 21, 27: Automating the Library: Integrated Systems.** UC Berkeley Extension in San Francisco, 9:30 a.m.–4:45 p.m. Cost \$275. For information contact 510-642-4111

**Apr. 22–25: Information Discovery on the Internet at the Center for Higher Education.** San Ramon. Diablo Valley College Certificate Program in Library and Information Technology. 8:00 a.m.–12:30 p.m. For information contact Mary Dolven at fax 510-798-3588 or mdolven@viking.dvc.edu. **Repeated May 17–19 at different times.**

**Apr. 22–May 20: The World Wide Web and Its Browsers.** UC Berkeley Extension in San Ramon. Mondays 9:00 a.m.–12:00 p.m. Cost \$295. For information contact 510-642-4111. **Repeated Apr. 22–May 20** in Atherton, Mondays 6:30 p.m.–9:30 p.m.

**Apr. 27–28: Using the Internet Part 5: Creating Home Pages for the World Wide Web.** UC Berkeley Extension in Berkeley, 9:30 a.m.–4:30 p.m. Cost \$360. For information contact 510-642-4111. **Repeated in San Francisco May 8–9.**

**Apr. 30: California Library Association Legislative Day** in Sacramento. For information contact Peggy Watson at peggy@aimusa.com

## MAY

**May 9: San Francisco Bay Region Chapter SLA Dinner Meeting.** San Francisco. Details TBA

**May 10: “Digital Libraries: Setting Your Sites.”** San Andreas SLA Chapter’s Professional Development Committee. Raychem Corporation in Menlo Park. 8:00 a.m.–12:30 p.m. \$30 for SLA members, \$35 non-members, \$20 for students, retirees, or those “between jobs.” For information contact Roberta Fagin at IAC at 415-358-4711

**May 16: NOCALL Business Meeting.** For information contact Donna Purvis at 415-576-3066 or <http://lawlib.wuacc.edu/nocall/calendar.html>

Continued on page 31

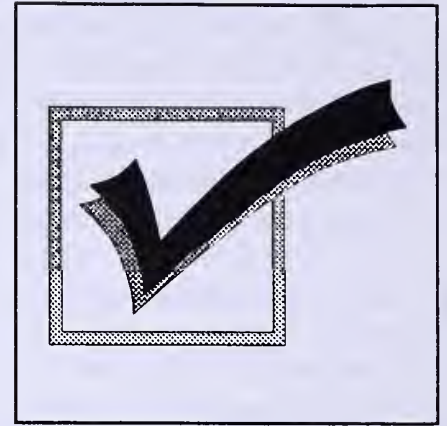
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- Communicating up and down the organization

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- Developing solutions

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- Developing a strategic plan

For further information or to receive a copy of the 1996 MMI brochure, contact the Special Libraries Association's Professional Development Department at 1-202-234-4700, ext. 649 or send an Internet message to [tracy@sla.org](mailto:tracy@sla.org).



**Calendar continued from page 29**

**May 17: Internet Troubleshooting.** UC Berkeley Extension in San Francisco, 9:30 a.m.-4:30 p.m. Cost \$165. For information contact 510-642-4111. **Repeated May 18 in Menlo Park.**

**May 20-22: American Society for Information Science. Mid-Year Meeting. "The Digital Revolution: Assessing the Impact on Business, Education, and Social Structures."** San Diego. For information see <http://pepper.lis.utk.edu/> under ASIS, or call 301-495-0900

**JUNE**

**June 8-13: Special Libraries Association. 87th Annual Conference. Boston, MA." Information Revolution: Pathway to the 21st Century."** For information contact SLA Headquarters at 202-234-4700 or the SLA Boston 1996 Conference Home Page at <http://www.cybercom.net/~sla>

**JULY**

**July 4-10: American Library Association Annual Conference.** New York

**July 20-25: American Association of Law Libraries Annual Conference.** Indianapolis

**OCTOBER**

**Oct. 13-16: Association of Records Managers and Administrators Annual Conference.** Denver.

**Oct. 21-24: American Society for Information Science. Annual Meeting.** Baltimore. For information contact ASIS at 301-495-0900

**Oct. 28-30: Online '96.** Washington, DC

*Send items for the Calendar to Marie McKenzie, McKenzie Information Associates, 845 Highland Avenue, No. 3, San Mateo, CA, 94401-2246. Telephone: 415-342-5781, Fax: 415-342-3185, Email: [mckenzie@netcom.com](mailto:mckenzie@netcom.com)*

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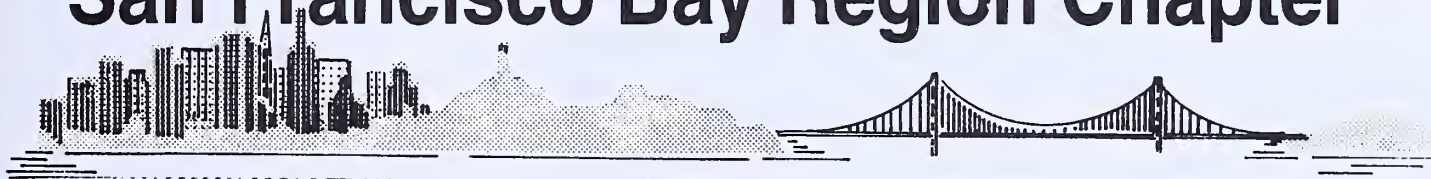
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**San Francisco Bay Region Chapter  
Special Libraries Association  
P.O. Box 26276  
San Francisco, CA 94126**



Special Libraries Association

# San Francisco Bay Region Chapter



**BULLETIN**

May/June 1996 Volume 66, Number 6

## President's Message

By Diane Rosenberger

I find it hard to believe that this is my final President's Message. In my first message I asked, "Will our Chapter be able to create a home page? Any volunteers?" I really didn't know what to expect, but lo and behold, it's come to be. Congratulations to Molly Skeen, Publicity Chair, and her hard-working committee—Geri Kaman, Marlene Vogelsang, Linda Weir, Stephanie Fish, and Jaye Lapachet. Special thanks to Geri for the many hours she put into it. So to all of you with WWW access, go take a look at the Chapter's home page at URL <http://witloof.sjsu.edu/proj/sfsla/main.html>.

When people have told me that they think the Chapter has had a good year, I respond by saying that having a good Advisory Council has been the key. I'd start to name names, but there are too many, so just watch for the next *Bulletin* after I've prepared the Chapter's annual report to the Association. Meanwhile, if you've decided that it's time for you to become more involved, or "re-involved," don't hesitate to contact incoming-President, Linda Vida-Sunnen (510-642-2666 or [lvida@uclink.berkeley.edu](mailto:lvida@uclink.berkeley.edu)).

As Chapter President, I've had opportunities to read other SLA chapter Bulletins. Occasionally I see something that really strikes a chord. Barbara Silbersack in Cincinnati's *Queen City Gazette*, wrote about the visibility of our profession in the community. She urges all of us as individuals to make a difference, i.e., to look in our own backyards, our workplaces, our neighborhoods, and other social groups in which we are members, to speak up, educate, and promote the role of libraries as often as we feel comfortable doing so. She makes the point that you never know who will be paying attention. "As the information age continues to send many reeling, an attainable goal for each librarian is to be regarded as a leader. Now is not the time to be reserved about this; do your best." ■

Diane Rosenberger is Systems Librarian at the Federal Reserve Bank in San Francisco.

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## Inside...

Find out how the information explosion nearly drives one of us over the edge in Stephen Miller's Soapbox article "Got a Match?" on page 9.

In Net Talk, Geri Kaman announces the Chapter's WWW Home Page and shares the recipe for "Home (Page) Cookin'", page 11.

Ella Hirst introduces the new San Francisco Main Library with "Farewell to the Old—Welcome to the New San Francisco Main Library" and an excerpt from "The Main Library of San Francisco: Last of the Carnegie Giants" by State Librarian Kevin Starr. See pages 14 and 15, respectively.

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## San Francisco Bay Region Chapter BULLETIN

Jeanne Fong, Editor  
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 Terry Dean  
 Rita Evans  
 Ella Hirst  
 Geri Kaman  
 Marie McKenzie  
 Marlene Vogelsang  
 Kelly Ward  
 MaryAnn Whitney

The San Francisco Bay Region Chapter Bulletin is published bi-monthly July through May. Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement of the product by Special Libraries Association.

## FROM THE EDITOR'S DESKTOP

By Jeanne Fong

On the occasion of the end of another successful year of the *Bulletin*, I want to express my heartfelt thanks to the members of the *Bulletin* Committee. To column editors Susan Brown (Meet Our New Members), Terry Dean (Soapbox), Rita Evans (Feature Articles), Ella Hirst and Marlene Vogelsang (Kaleidoscope), and Geri Kaman (Net Talk)—thanks for writing and soliciting the regular features that define the character of the *Bulletin* as the Chapter's primary forum for exchanging news and issues vital to our profession; to Marie McKenzie for keeping us informed of events, workshops, and conferences through the Calendar; and to Kelly Ward and Mary Ann Whitney, whose copy editing and proofreading talents made us all look so good. Barbara Glendenning (Advertising) and Judy Gerstle (Mailing) deserve credit too for all their help with advertising and mailing. Our hats are off to all the vendors who placed ads in the *Bulletin*—we couldn't do it without you.

And last but not least, cheers to Diane Rosenberger, Chapter President, and all the Chapter members and guest writers who contributed to the *Bulletin* over the past year. Remember, the welcome mat is always out for new guests—writers, that is. You too could be thanked by me this time next year.

The Committee bids a fond adieu to Susan Brown and Rita Evans, both of whom gave their energies to the *Bulletin* for several years. "Meet Our New Members" is on hiatus this issue, but will be back next time. Our best wishes to Rita as the 1996/97 Chapter President-Elect.

The SLA Annual Conference entitled "Information Revolution: Pathway to the 21st Century" is coming up June 8–13 in Boston. Attending the annual conference is a marvelous opportunity to get together with colleagues, learn the latest about what is happening in the world of special libraries, and expand the sense of community we special librarians enjoy on the local level to the international. Try to make it to the annual conference this year—you won't regret it.

### Bulletin Copy Deadlines:

July/August issue

June 28

Submit *Bulletin* copy on email, or disk with accompanying printout. Keep formatting and fonts as simple as possible and avoid tabs. I work from Word for Windows on PC, but can also use files in ASCII (preferred), Word for Mac or PC, and Word Perfect. Send to: Jeanne Fong, *Bulletin* Editor, Kresge Engineering Library, 110 Bechtel Engineering Center, University of California, Berkeley, CA. 94720-1796. 510-643-5565 or [jfong@library.berkeley.edu](mailto:jfong@library.berkeley.edu). Submissions may appear on the San Francisco Bay Region Chapter's WWW home page (URL <http://witloof.sjsu.edu/proj/sfsla/main.html>) unless the author's permission is expressly denied.



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## KALEIDOSCOPE

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By Marlene Vogelsang

The big news of the moment must be the opening of the new **San Francisco Main Library**! As I write this, the move is on; as you read this, the new library is open! Our congratulations and best wishes to all librarians at San Francisco Main. May you enjoy the fruits of your labors while we look forward to our upcoming tour!

Longtime chapter member, **Monica Ertel**, Director of Knowledge Systems in the Advanced Technology Group at Apple Computer, has been named Fellow of the Special Libraries Association. This honor is given to individual members in recognition of their leadership in the field of special librarianship and for their outstanding contributions and expected future service to the Association. Monica has been active in local chapter, division, and national association work for over twenty years! Congratulations on the well-deserved recognition, Monica.

**Reva Basch** is enjoying her new home at Sea Ranch on the gorgeous Sonoma coast. She and Aubergine Information Services relocated in mid-March. I hope the commute doesn't keep you from too many meetings, Reva!

**Taylor and Associates** does M&A, too! Loretta Sevier is delighted about the recent acquisition of **Valeria Baadh and Associates**, a local library management services company. Valeria will continue to serve as a management consultant with Taylor and Associates. Baadh has done business for many years in law firms, legal departments, and financial services companies around the Bay Area.

**Geri Kaman** recently began work as a Research Analyst at Bechtel Enterprises, a subsidiary of Bechtel Corporation in San Francisco. Her primary focus involves online research on international markets, international development, and project financing. Geri can be reached at 415-768-5100 or [gmkaman@bechtel.com](mailto:gmkaman@bechtel.com). Geri also writes our NetTalk column.

Continued on page 7

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## LETTER TO THE EDITOR

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Editor—I enjoyed Rita Evan's coverage of the *Desk Set* screening ("Librarians—In & At the Movies," *Bulletin*, March/April 1996). I also enjoyed the change of pace for one of our meetings, and I'd love to see more movies included in the programs. Thought you'd appreciate another new entry in the librarians-in-the-movies round-up:

I recently rented *Party Girl*. Not a perfect movie, but definitely worth quite a few good laughs. Great for the library stuff: it's right on the mark and should be required viewing for entering library school students. Heh. A typical NY party girl is "redeemed" by the beauty of the Dewey Decimal system. She has a wonderful godmother who is a librarian and very dedicated, professional, and funny. The film manages to skewer the stereotypes and address them at the same time. [An] especially great scene is the last one where Mary announces (at a

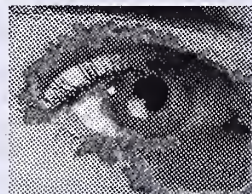
party no less) that she wants to get her degree in library science. Wasn't sure what to make of main actress Parker Posey, who played the party girl. Sometimes her acting was right in tune, other times she grated horribly and I wasn't sure if it was her or the character—some awful singing, for example, when she falls in love. Hmmm. But it didn't mar the overall fun of the movie.

Enjoy! ■

Chris Orr is Information Specialist at the Addison Wesley Longman Higher Education Publishing Group in Menlo Park.



A partial listing of the publications available online from UMI: ABA Banking Journal. ABA Journal. Academy of Management Executive. Academy of Management Journal. Academy of Management Review. Accountancy. Accounting & Business Research. Accounting & Finance. Accounting Horizons. Accounting Review. ACM Computing Surveys. Across the Board. Administrative Science Quarterly. Adolescence. Africa Report. Africa Today. African American Review. African Arts. Agency Sales Magazine. Aging. Agricultural Research. Air Transport World. Alcohol Health & Research World. American Review of Public Administration. American Rifleman. American Salesman. American Scholar. American Society for Information Science. Bulletin. American Sociological Review. American Visions. Americans (English Edition). Annual Review of Psychology. Annual Review of Sociology. Appraisal Journal. Archives of Sexual Behavior. Argumentation & Advocacy. Arizona Business. Armed Forces & Society. Arms Control Today. Art Bulletin. 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**Kaleidoscope** continued from page 5

**Joellen Christiansen** is currently developing a new information service at Pacific Bell Communications. She is providing reference and research services in the telecommunications area while she sets up the library. You can contact Joellen at 415-278-1744 or [jxchric@pacbellcomm.com](mailto:jxchric@pacbellcomm.com)

Going to the SLA Annual Conference in Boston? Looking for an interesting CE course? **Elena Herdman**, Certified Personnel's Library Specialist, will be presenting a day-long Library Management Division CE course called "Managing Your Career: From Self Assessment to Action Plan," on Thursday, June 13. The class sounds like a winner. Details are in the conference program.

**Martha Liles**, formerly at Cornell Bockelmann Associates, an executive recruiting firm, is on a long-term assignment as an assistant reference librarian at the Biology Library at Stanford University. She is also teaching a DOS class at the Computer Learning Center in San Jose.

**Julane Whipple** is on a long-term temp assignment as an Information Specialist at Boston Consulting. She has worked at and continues to consult to EPRI, the Electric Power Research Institute. She published an article on utility internet resources in the January 1996 *Faultline*. Reach Julane at [whipple.julane@BCG.com](mailto:whipple.julane@BCG.com) or 415-732-8079.

**Leslie Fisher** is now working at Technology Funding, Inc. in San Mateo. The reference service there is an interesting mix of business information and lay science. Leslie also opened her own business last fall in Berkeley. Good luck with both ventures!

**Linda Suzuki** is managing a "library revitalization project" at Physics International in San Leandro. The company, a defense contractor, lost its librarian four years ago due to defense cutbacks, so Linda will be working at least through the summer to put the library back together. She is currently investigating MAC software for cataloging and circulation; let her know if you've got recommendations. Linda can be contacted at 510-357-4610 or [lsuzuki@ix.netcom.com](mailto:lsuzuki@ix.netcom.com).

**Dawn Marquez** is the acting Research Librarian at DYNAX Research Institute of Molecular and Cellular Biology. DYNAX is the research arm of Schering-Plough Company. Dawn can be reached at 415-496-1284 or [dawn\\_marquez@dynax.org](mailto:dawn_marquez@dynax.org).

**Nancy Fadis**, the previous librarian at DYNAX, is now at Scios, Inc., formerly Scios Nova, in Mountain View. Scios, a biotech company, does research development and commercialization of drugs for human therapeutics. Nancy has been there since the end of February managing both the current library in Mountain View and planning for the new service in Sunnyvale. Nancy is at 415-940-6676.

A short two years ago, **Chris Mays** began work on the California Electronic Government Information project. This project had the support of local SLA members including **Reichard Geiger**, **Joan Loftus**, **Judy Canter**, **Jane Hudson**, and **Barbara Newcombe**, among others. What started as a list of ten Internet addresses and bulletin board numbers has grown to over two hundred entries of publicly available California state, regional, and municipal databases available over the Net or through bulletin board dial-up systems. The CEGI list is available at <http://www.cpsr.org/home> or <http://cpsr.org/dox/cegi.html>. Chris was recently honored for his work with the James Madison Freedom of Information Award by the Northern California Chapter of the Society of Professional Journalists. Chris is currently enrolled in the MLS program at San Jose State University. Chris can be reached at [cmays@thecity.sfsu.edu](mailto:cmays@thecity.sfsu.edu).

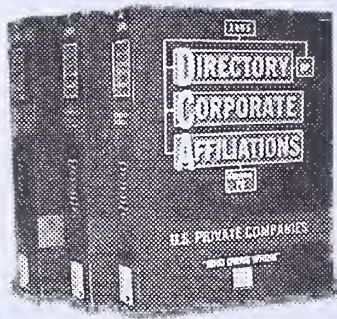
**Helen Suomela-Tyrrell**, Information Research Analyst at Pacific Bell, is one of this year's Grammy Award winners. In 1994, she was a member of the San Francisco Symphony Chorus and participated in the recording of Brahms' *Ein Deutsches Requiem*. The CD was released in 1995, and just won the Grammy for best choral performance. ■

Thanks to all of you who submitted information to Ella Hirst or me over the year; it makes this column so much more interesting. We are always looking for news. Contact Ella at [ellah@netcom.com](mailto:ellah@netcom.com) or 415-557-4482. I am at [mxv6@pge.com](mailto:mxv6@pge.com) or 415-973-7206.



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## SOAPBOX

### Got a Match?

By Stephen Miller

I am, literally, ready to ignite our library's journal and book collection. I pick up free packs of matches at the convenience stores and gather up discarded lighters on the sidewalks, sure that they still have some pyrotechnic potential left in them. The promise of a crackling fire can inspire camaraderie and team spirit, invoking those wonderful, heart-felt days of the bonfire at the high-school pep rally.

An inferno may be the only thing that can bring us all together, and by "us all" I mean they who think that "it's all free on the Internet" and we who have worn the letters off our keyboards in vain search for that full-text grail. The ashes of a burnt collection and the resulting cancellations of subscriptions may just be the kick-in-the-pants that publishers need finally to address the wishes of those who use the Internet as the Dunkin' Donuts equivalent of information provision ("Yes, I'd like the latest copy of Nucleic Acids Research, and can I have chocolate sprinkles on that?").

I'm reminded of my days working in a public library. (I now work in a corporate setting, where I don't work on weekends and no one asks me the name of the pig on the TV show *Green Acres*.) People would come to the public library with a variety of needs, but in some there was a common thread. Frequently students came asking for a single source that would allow them to learn everything they needed for a report they were writing on a complex subject. Upon learning that they would have to consult several different sources—copying the entry from the *Encyclopedia Britannica* was not an option—they would sometimes just leave, exasperated that the library couldn't provide them with the one book that gave them the answer.

I thought that I would leave all that behind when I began my career in the corporate world. Instead I'm met with an interesting variation on that theme (or perhaps those students are now grown up and have become vice-presidents). Now, when we say to the requestor, "No, it's not all going to be free on the Internet," we're met with a gaping mouth and a notice that our budget will be cut 20%. This may be, though, a case of being damned if you do and damned if you don't. If I were to lie and say it all was free on the Internet, the requestor would then assume that he or she didn't need a library at all. The truth becomes an interesting balancing act.

In this day of movie remakes, I imagine a future update of that scene from the *The Graduate* in which a worldly man says, "Ben, I want to say one word to you . . . just one word . . . Intranet." The movie would then fast-forward into a hilarious montage of meetings, memos, and other sources of corporate intrigue, ending not with the young Ben staring blank-faced on a bus but with him staring blank-faced at yet another address change for a URL.

While writing this polemic I kept in mind one of the meanings of *soapbox*: that it can be a political harangue. Since a harangue (besides making me hungry for a certain kind of lemon pie) is defined as "a bombastic ranting speech or writing," I felt comfortable mentioning *fire* and *library* in the same paragraph. In addition, since a rant may be quickly formulated and may not always be completely thought out, I believe you'll agree that, for this article, I have taken that notion to heart. ■

Stephen Miller is an Information Analyst at the Information Services Center of Chiron Corporation in Emeryville. Soapbox items may be sent to Terry Dean, UC Berkeley Institute of Governmental Studies Library, at 510-643-6429 or [tdean@library.berkeley.edu](mailto:tdean@library.berkeley.edu)

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L E A D I N G T H E W A Y





**NET TALK*****Home (Page) Cookin'***

By Geri Kaman

Admit it—you've wanted to create a WWW home page but were slightly intimidated by unfamiliar jargon, technology, and (gasp!) programming. Anyone thinking about creating a home page for the first time is faced with many unknowns and a seemingly complex product. However, by approaching home page design as a combination of research, collection management, organization, and text formatting, the overall project can be separated into smaller, manageable tasks. This article explains how the six-person Publicity Committee, chaired by Molly Skeen, created the San Francisco Bay Region Chapter home page. To view the Chapter's new home page, go to URL <http://witloof.sjsu.edu/proj/sfsla/main.html>.

The first step of the project to develop the Chapter home page, hereafter referred to as the SLA-SF home page, was to list all the questions, do some research, and gather information. The second step was to organize the material and create an outline, and the third step was to apply formatting to what was organized. The final step was to transfer the completed prototype of the home page to a WWW server site so that the SLA-SF home page could be viewed over the Internet. Overall, it was not that complicated.

**Location, Policies, and Other Questions**

Finding a server for the home page was one of the early questions that needed to be addressed, since the Chapter did not have a file server or local area network of its own. Server site possibilities included commercial sites, advertised in various Internet magazines, and free sites that might be available through library schools or other volunteer organizations. SLA Headquarters would have been a logical first choice but they were not yet ready technologically to host regional home pages. Of the library schools contacted, we were fortunate to have San Jose State University offer our home page a temporary home.

Key issues were member privacy, copyright, advertising, and censorship. For example, should the Membership Directory be placed on the home page? Do we need prior approval from the authors to republish electronically articles from the *Bulletin*? Do we allow advertising on the home page? In considering a temporary server site, does the host organization have the right to censor/edit our content? Do we have non-librarians, that is, professional programmers, create the SLA-SF home page?

The most important early decision was content selection. The Publicity Committee created a wish list that included, among other items, membership information, the *Bulletin*, Jobline, and links to other sites. The list provided a broad picture of potential scope and coverage. Some items had to be deferred for more discussion. For example, to put the local Jobline on the home page, who would volunteer to key in the data each and every week for all positions? Were there parts of the *Bulletin* that should be excluded? Questions related to maintenance and update of the content were left unresolved. Should there be subcommittees to handle the maintenance of each of the major sections? How could more librarians become involved in updating the home page and providing content? Other items required more research, such as locating the URLs of other library/information sites.

**Design**

The next important decision was content organization. Whether furnishing a home or a home page, this is one of the more fun aspects—deciding what goes where. Working from the detailed wish list, the Publicity Committee created an outline for discussion purposes, showing how the information was to be grouped and how it would flow. The outline, or storyboard, was a means for understanding the logical navigation of related information. Considerations for the design included the length of the main home page (five main sections), the number of navigation levels per grouped section (no deeper than four levels per section), the placement and sorting of information, e.g., listing *Bulletin* issues in ascending order by date, and the wording. So far, no programming (aargh!) has been required and most of the design skills have been common to most librarians.

**Continued on page 22**

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## ***Farewell to the Old—Welcome to the New San Francisco Main Library***

By Ella Hirst

By the time Chapter members read this, the new San Francisco Main Library will have been open to the public for two weeks. Some of you will have already been inside. The staff took full possession of the building on March 28, just three weeks before our public debut.

I am writing this in our spacious, light-filled workroom; but my phone and computer are not yet in evidence. The reference desk is roped off, as welders (working on a forty foot hydraulic lift) complete the final construction (all done on site) of a suspended steel sculpture; study carrels are being assembled; carpet is being installed.

Having once worked as a librarian for an architectural firm, I have now experienced a new building from the client's perspective. Where ADA compliance, life safety systems, building commissioning, and

modular casework were once topics of a literature search, they are now tangible realities.

Being on the inside of a historical event, attended by so much publicity and so many expectations—everyone who finds out I work here invariably exclaims, "Aren't you excited?!"—is a bit like being engaged to a movie star (something I, of course, have never done), that is, we know what she looks like without her makeup.

In the following abridged article, California State Librarian Kevin Starr cites Louis Mumford's assertion that "all great libraries must yield some of their space to the monumental impulse"—at the new SFPL there's no question that monumentality has gotten its due.

Thanks to the heroic efforts of our library staff, move coordinator, and movers, over thirty miles of books, documents, videos, and periodicals are on their shelves, transferred from an amazing array of far-flung, musty outposts. They (and we) await you! ■

Ella Hirst is a reference librarian at the Business & Technology Center, San Francisco Public Library. She is also Chapter Secretary.

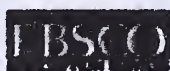
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## *The Main Library of San Francisco: Last of the Carnegie Giants*

By Dr. Kevin Starr

[Excerpted by Ella Hirst from *Dr. Starr's Weekly Column*, December 22, 1995.]

San Franciscans organized their public library system at a public meeting held on the evening of 3 August 1877 in the Dashaway Hall at 139 Post Street. Early library trustees included the entrepreneur Irving M. Scott, attorney Robert J. Tobin, and economist-journalist Henry George, then in the process of putting the finishing touches on *Progress and Poverty*. . . . A bill authorizing the library and establishing a self-perpetuating board of trustees passed the Legislature and became law on 18 March 1878. . . . Among early supporters and trustees were Andrew S. Hallidie, inventor of the cable car, merchant Louis Sloss, historians Ella Sterling Mighels and Theodore Hittell, poets Edwin Markham, Daniel O'Connell, and Edward Roland Sill (later librarian of UC Berkeley), [and] naturalists Joseph Le Conte and John Muir. . . .

In 1888 the Main Library was moved to the Larkin Street wing of the new City Hall. Five years later, it was moved to the McAllister Street wing. Then, on the morning of 18 April 1906 at twelve minutes after five o'clock, the great earthquake struck, followed by fire, and when it was over the accumulation of more than a quarter of a century—142 thousand volumes, newspaper and periodical files, a fine pamphlet collection, and one of the finest collections of Californiana in the state—had become rubble and cinder. Fortunately, more than fifteen hundred books were out in circulation. When they slowly trickled back in the months following the destruction of the city, they formed the nucleus of a new collection.

Five years earlier, in October 1901, the great philanthropist Andrew Carnegie had made an offer of \$750,000 to San Francisco for a new central library and some branch buildings. In 1910, with the Main Library reestablished in temporary quarters, former Mayor, now a library trustee, James Duval Phelan,

wrote Carnegie and asked him if the offer were still open. Yes it was, the Carnegie Institution replied; but this time around San Francisco had to use half of the \$750,000 for its central building, the other half for its branches. Scouting for a site, Phelan and his associates picked the city block bounded by Larkin, Fulton, McAllister, and Hyde Streets, on the eastern edge of Civic Center. . . . As architect, the trustees chose George W. Kelham, who had already proved his mettle in his designs for the United States Courthouse and Postoffice Building at the corner of Seventh and Mission and the United States Customhouse on Battery. . . .

Construction on the new Main Library commenced on 15 March 1915 when the Contra Costa Construction Company began to excavate the site and prepare the foundation. Two years later on 16 February 1917, the building, costing \$1.1 million, was dedicated and opened to public use. . . .

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*Libraries, in other words, can never fully be purely practical structures. They must memorialize civic ambition, as well as store books and serve the public.*

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As Louis Mumford tells us in his magisterial study *The City in History*, all great libraries must yield some of their space to the monumental impulse. Libraries, in other words, can never fully be purely practical structures. They must memorialize civic ambition, as well as store books and serve the public. With the exception of City Hall, few buildings in San Francisco better memorialize the sense of grandeur and civic aspiration that gripped the Progressive generation better than Kelham's Main Library. . . .

As grand as this structure was, however, there were difficulties; and over the years, these difficulties would grow progressively more difficult. . . . First of all, there was not enough money to finish the structure. . . . Fully a third of the storage stack space in

Continued on page 16



**Main Library continued from page 15**

the Larkin Street wing was undeveloped. Indeed, some of this space—where the Sutro Library languished for decades—literally rested upon unimproved impacted earth. By the fall of 1973, when I joined the staff as Acting City Librarian, the building, teeming with more than a million books, was coming dangerously close to capacity. . . .

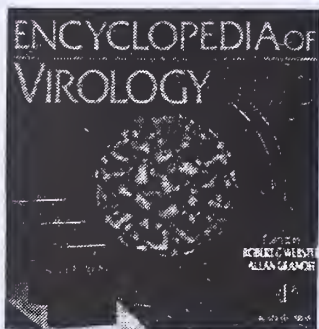
What to do? Some, including myself, felt that the problem could be answered by the adaptation and augmentation of the present structure. . . . Such a proposal might have recycled the library for another fifty years of use at a cost, in 1976 dollars, of \$14 to \$18 million.

The library commission, energized by longtime commissioner Marjorie Stern, a dedicated bookwoman and civic activist, rejected this option in favor of a new structure on Marshall Square. . . .

That new Main Library now rises in marble and granite splendor. It represents the state of the art for public library buildings in the United States and yet, even as we rejoice in its possibilities, we salute the old Main Library now closing. For eighty years it served the public. Its Italianate grandeur bespoke to innumerable generations of young people the civic presence of San Francisco. True, in its later years, it became vastly overcrowded and unsafe. Yet if we are to seek some insight into the aspirations of the Progressive generation which built modern San Francisco, we can go to no better place than this grand structure, one of the greatest—and now one of the final—Carnegie libraries in this country. . . . ■

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**FEBRUARY DINNER MEETING*****Smart Valley and Electronic Communities***

By Jeanne Fong

Karen Greenwood was the featured speaker at the February 22 dinner meeting held at the PG&E Energy Center in San Francisco. Ms. Greenwood is Project Director at Smart Valley, Inc., a non-profit organization whose mission is to facilitate the development of electronic communities through the building of advanced information infrastructures.

The history of Smart Valley, Inc., whose headquarters is in Santa Clara, began in 1992 at a time in which the growth of Silicon Valley seemingly had plateaued. Jobs were going elsewhere despite the continued presence of those elements that had originally led to the boom of Silicon Valley, e.g., innovative people, outstanding academic institutions, capital support for entrepreneurs, technical expertise, and a regional focus with global reach.

**Joint Venture:** Silicon Valley was created to promote efforts to revitalize economic growth and increase the quality of life in Silicon Valley. The network, which is comprised of one thousand business, government, education, and community leaders, produced a report in June 1993 entitled *Blueprint for a 21st Century Community* that identified areas of potential partnership among public and private community groups. Out of that effort came Smart Valley.

With twelve staff members and an annual budget of \$1.4 million, Smart Valley is coordinating seven flagship projects whose goals are the promotion of innovation in the business environment, better quality of life for employees, better education for children, more efficient government services, and development of an integrated community infrastructure. Some of the projects have attracted interest from communities elsewhere in the U.S. and abroad, resulting in international participation and adaptations of the Smart Valley service model. Projects are supported by combinations of local government, industry, and educational groups, and federal funds. Below are some of the activities underway at Smart Valley.

Continued on page 23

***Thanks, Program Committee!***

By Linda Suzuki

Many thanks to the hard working members of the 1995-96 Program Committee:

Anna Mancini  
Mary Ann Mahoney  
Beth Fain  
Barbara Newcombe  
Laura Fase

Jeanne Fong  
Christine Harris  
Brian Hancock  
Catherine Ghent  
Mary Torres

Thanks especially to Marie McKenzie who shouldered much more than the usual work load as Assistant Program Director. In this my year of job transitioning, I am very grateful to have had such an enthusiastic and productive committee. My sincere thanks to you all! ■

Linda Suzuki is the 1995-96 Program Director. She is currently temping through AIM at Physics International in San Leandro, and is continuing to job hunt.



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## MARCH DINNER MEETING

### *Eunice Azzani: "If You're Standing on the Edge, You're Taking Up Too Much Space"*

By Anna Mancini

On March 20, the San Francisco Bay Area Chapter meeting featured Eunice Azzani, Vice President of the San Francisco office of Korn/Ferry International, an executive search firm. Eunice discussed the path that she took from librarian to her present position, an "alternative" career as recruiter and executive. She also offered advice to librarians considering advancement or a career change. Her theme for the evening was that you can accomplish your goal using skills you've developed as a librarian, i.e., create the strategy, execute it, and most important of all, never give up. Eunice also believes in building relationships with people, as evidenced by the personal stories in the accompanying tribute article, *Mentor Extraordinaire*.

Eunice's "career adventure," as she called it, is an example of persistence and focus. Armed with her library degree, she moved from Texas to the San Francisco Bay Area and became a paralegal, the first job she could find. For the next year and a half, she tried to break into the library field. Even after being rebuffed by one interviewer who told her to "give up and go back to Texas," she never lost faith in herself. She said to that interviewer, "You're wrong about me," thus demonstrating her theme for the evening: believe in yourself and keep pursuing your dream.

Eunice eventually found a job with a filing service. This in turn led to her first "real" librarian job at the accounting firm of Deloitte, Haskins & Sells (currently Deloitte & Touche), where she finally was hired as a librarian. Her goal at Deloitte was to help her clients understand the value of information. She was able to do this in a concrete way, saving a million dollars for a client by making one phone call and finding a crucial piece of information. She brought online databases to the firm, and designed research products that were sold to clients. Producing revenue with library products was key to the respect she was able to build there.

But as happy as she was with her job at Deloitte, she had always known that she wanted to be part of the decision-making structure of a business. One day, a recruiter called to ask if she was interested in a job as Director of Research for Korn/Ferry International, the executive search firm. Thinking this was a move in the right direction, she took the job.

As Director of Research at Korn/Ferry, Eunice was able to learn all aspects of the business, and she used this knowledge years later when she became a recruiter for the firm. Her next goal was to become a partner, which no one from Research had ever done. To accomplish this, she used her librarian skills. Eunice believes that librarians are great strategists, and the first step in any process is, of course, gathering information. She gathered her information by asking a partner specifically what she needed to do to be made a partner. He told her what to do, she executed the strategy, and eventually she achieved her goal.

Eunice summarized her career advice by encouraging us to use the skills we have as librarians—listen, create the strategy, execute. But her most emphatic advice was to be persistent. "Never give up," she said. "Get on the edge and be willing to jump. If you do, you will fly." ■

Anna Mancini is a Senior Information Specialist at Apple Library, Apple Computer, Inc.

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## *Mentor Extraordinaire*

By Anna Mancini

Many of us have been affected by Eunice Azzani's enthusiasm, interest, mentoring, and, as she puts it, "downright nosiness." She has influenced the careers of many people in our chapter, in some cases getting people their start in libraries in the Bay Area.

I remember meeting Eunice in my first library job as an assistant librarian in an accounting firm. She had organized a group of librarians from all the accounting firms in San Francisco, who would meet for lunch periodically. I attended many meetings of that group, and it gave me network contacts and friends that I have to this day.

Gina Castro, librarian at Arthur Andersen and San Francisco State, credits Eunice with getting her her first library job. Gina had returned home to San Francisco fresh out of library school, eager to start her career. Unable to find a traditional library job right away, she took a job in the technical book department at Stacey's bookstore, thinking she might meet other librarians. "One day the phone rang," said Gina, "and it was Eunice calling to order a book." (Eunice was working at Deloitte at the time.) They "got to chatting," and when Eunice came to pick up the book that evening they chatted some more.

Eunice took Gina to her first SLA meeting, and also told her about a vacancy she had left at a filing service. She got Gina an interview, and Gina went to work for the professional division, subbing for librarians all over the Financial District. This gave Gina the professional experience she needed to land a job at Golden Gate University's General Library, for which Eunice also gave her a good reference. Her library career was on its way.

When Marie McKenzie was searching for her first job here in San Francisco, she became another recipient of Eunice's career help and advice: "I saw an ad in the paper in Sydney, shortly before I left, for a Research Associate for an executive search firm in Sydney. The bottom of the ad said 'Offices in San Francisco, Hong Kong, London, etc.' I called the woman in the Sydney office and asked her if she had a 'compatriot' in the San Francisco office. She gave me the person's name. When I got to San Francisco

I called her, and she said, 'I don't have anything, but why don't you try Eunice Azzani at Korn/Ferry?'

I called Eunice and she told me to come in for an informational interview.

"Korn/Ferry was in the Transamerica Pyramid so of course I was impressed, having been in the country for literally only ten days. Eunice was very helpful and told me all about working in San Francisco. She answered all my questions, no matter how banal, such as what do people wear in the office? (Remember, I was coming from Sydney, Australia, where it's 'summer' for eight months of the year!) She lent me the SLA directory. From that I was able to make a list of all the places I thought I'd like to work, and actually spoke to a lot of the folks on my job hunt who I now know from being a member of SLA.

"One of the people I called was Richard Geiger, at the San Francisco Chronicle. He said he didn't have anything, but I should drop off my resume next time I was nearby. I did a few days later and met him and a few other folks in the library. About six weeks later he called to say that someone had resigned and would I like to come in for an interview for the position? The rest, as they say, is history."

We all talk about networking, but these stories show how much a single person can influence someone's career. Eunice is an excellent example of how we really can mentor other librarians or people entering the field. Many of us owe her a great deal, and I hope we can repay the favor by mentoring other librarians to keep the cycle going. ■



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Net Talk continued from on page 11

## Formatting

At this point, the SLA-SF home page prototype was ready to be placed on the computer as a working version. Transforming an outline into a home page required adding HTML (HyperText Markup Language). To understand HTML, consider this analogy. WordPerfect is a kind of markup language that is controlled by function keys or the mouse to tag text in order, for example, to create paragraphs, bulleted items, and font styles. (Note: Use the WordPerfect command "Reveal Codes" to see the actual markup.)

Similarly, HTML is a markup language that also uses pairs of tags on text to create paragraphs, bulleted items, and font styles. However, the HTML tags have to be interpreted by an HTML browser such as Netscape or Mosaic, which presents the encoded information each in its own way. (Note: In Netscape, use the Netscape command "View Source" to see the actual markup.)

There are many books on how to use HTML codes, but one of the better ones, written by Laura Lemay, is *Teach Yourself WWW Publishing with HTML in a Week*, published by SAMS. There are also numerous Internet sites with free information on HTML coding. Favorite home pages on the Internet can be additional resources for finding examples of HTML coding.

The plain text of the main home page was typed with a word processing program, and saved as an ASCII file called main.htm. The next step was to type in the pairs of tags around the text to create simple formatting, and to add the top and bottom lines of tags that are needed for every HTML document, such as <html>, <head>, <title>. The HTML-formatted document did not contain any fancy formatting or references to links or to graphics; it was just text with some basic HTML tags. Again, the file was saved as the ASCII file called main.htm and was now ready to be viewed on a WWW browser. Most WWW browsers allow a "local file" to be opened and viewed, just by entering in the drive, path, and file name. Any ASCII file with an extension of .htm is interpreted as an HTML file.

The next step was to create similar ASCII files for the other home page sections, add HTML tags, and then save them to the local drive with the .htm

extension (files such as org.htm and events.htm). Hypertext links to these files were added to main.htm, the main home page file. Links were added to the files, and the entire home page was tested to make sure all the links worked. Although in our case, we were technically limited to doing HTML tagging from memory, there are different kinds of HTML software available to make this task less tedious, such as HTML Assistant, and Hot Dog, which can be downloaded from the Internet.

The final step was to get some attractive graphics and add links to them. Most of the graphics were found on the Internet and downloaded as binary .gif files. The graphics files were saved on diskette, and tagged as links on the home page. The masthead and return button were colorized using a scanner and graphics software, some examples of which are CorelDraw and Paintbrush. Everything was again tested. Yet nothing has involved what I would call (yech!) programming.

## The Finish

By the time the SLA-SF home page prototype was completed on diskette, the temporary Internet home for it was established at San Jose State University. Technical details were worked out, the files were edited on a word processor with the revised file names, and the files were ftp'd (transferred) to the Internet server site with the new .html extensions. A sneak-preview demonstration of the home page was given to the Chapter's Executive Board, and the comments received from both the Publicity Committee and the Advisory Council were incorporated.

So there it is at URL: <http://witloof.sjsu.edu/proj/sfsla/main.html>. Does this sound like something you could do? I think that every librarian has the skills to create a simple home page that could run as a local file from his or her own hard drive. But, consider volunteering to support the *ongoing* effort to keep our SLA-SF home page alive. Molly Skeen, Publicity Committee Chair, would welcome volunteers or comments. She can be reached at 510-866-5810 or mmsd@pge.com. Your skills are needed, and don't even imagine this to involve (bleh!) programming. ■

Geri Kaman is a member of this year's Publicity Committee. Send ideas for topics or article contributions to kaman@netcom.com



**Smart Valley** continued from page 18

**CommerceNet:** A consortium of one hundred seventy members working on a large-scale market trial of electronic commerce on the Internet. Participants include businesses in Japan and Canada.

**Bay Area Multimedia Technology Alliance (BAMTA):** A collaborative alliance to develop network-based multimedia information resources. Fifty companies, with financial support from NASA, are focusing initially on the topics of health care, education, virtual research laboratories, and reconstructive surgery.

**Bay Area Digital Georesource (BADGER):** A consortium whose objective is the creation of an Internet-accessible geographic visualization system for the greater San Francisco Bay Area. Financial support comes from the local community and NASA. The BADGER home page is available in test form on the WWW.

**Smart Schools Project:** A collaboration between companies and schools to install electronic network-based learning in five hundred K-12 public schools. Companies so far have donated \$20 million in hardware, software, and technical support. The Smart Schools Project will be an active participant of NetDay.

**Community Infrastructure Public Access Network:** A project that promotes free public access to technology through installation of public kiosks offering access to the WWW.

As a lover of libraries, Karen Greenwood sees a big role for libraries in the electronic community. Libraries will continue to be a desirable place for people to meet, assemble, and share information. They will be links on the electronic network for the purposes of shared information access. People will still need libraries to help manage information, facilitate access, and serve as archives.

To learn more about Smart Valley visit its home page at [www.svi.org](http://www.svi.org) or [gopher.svi.org](mailto:gopher.svi.org).

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During the Chapter's business meeting, Tim DeWolf, Chair of the Nominating Committee, called for additional nominations to the 1996/97 slate, and received none. The slate was approved with all candidates elected to office as follows: Rita Evans, President-Elect; Loretta M. Sevier, Program Director; and Tony Obregon, Secretary.

Thanks went to meeting sponsors AIM, Bob Malloy and Company, Disclosure, and Taylor & Associates.

Jay Smith won the raffle for a free dinner meeting. ■

Jeanne Fong is the *Bulletin* Editor. She is a reference librarian at the UC Berkeley Engineering Library.



## EXECUTIVE BOARD MEETING

By Ella Hirst

The Executive Board met March 5, 1996. Present were Linda Vida-Sunnen, Bill Van Niekerken, Diane Rosenberger, Rita Evans, Wess Murdough, Ella Hirst, Linda Suzuki, Molly Skeen, Marie McKenzie.

**Treasurer's report.** Bill Van Niekerken noted that we have not yet gotten our membership allotment from Headquarters (\$7,000), or all the checks from the last dinner meeting (\$2,000). Our expenses this quarter have exceeded our income by about \$7,000, but we still have \$27,000 in our checking account and \$15,000 in our CD.

**Program reports.** Linda Suzuki said she will be inviting SLA Middle Management Institute attendees to the March dinner meeting. The Board agreed with the Programming Committee decision to set the April dinner meeting for San Francisco, rather than the East Bay, in order to attract a larger attendance. The May meeting is the Bay Cruise.

**Joint dinner with NOCALL and San Andreas.** The Bay Meadows location was costly. Expenses for the meeting were \$9,000; sponsorship contributed \$2,400 and income \$4,700. We owe \$741 for our share of the expenses. We are hosting the next joint meeting.

**Publicity.** Molly Skeen has received only positive feedback from members about our new home page, and no suggestions for any major changes. The Board agreed that the Publicity Committee or a subsection of it should be responsible for ongoing maintenance.

**Follow-up on the "challenge" from the Sierra Nevada SLA Chapter for a joint promotional activity for National Library Week.** Diane Rosenberger reported that there will be no joint event after all.

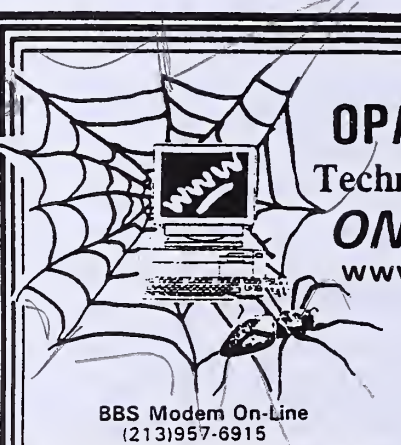
**California Library Association Millennium Conference.** Wess Murdough spoke about the conference, which should attract a variety of California librarians. The Board suggested that the Networking Chair take on the initial role of contact.

**Winter SLA Meeting.** San Francisco is the host city for 1999. There was a special committee to help with hospitality the last time the convention was here. We need to think about getting members involved.

**Announcements.** Linda Vida-Sunnen said that Debbie Jan has a WWW resource page for committees and the Board. She would like to migrate information to the Chapter WWW site and also put it on Infoline. She is also interested in using e-mail to publicize various conferences, but wants some guidelines on appropriate uses of the e-mail list, e.g., using e-mail instead of snail mail for directory notices and corrections. The Board suggested that Mailing Chair, Judy Gerstle, find out what SLA policy is on distributing via e-mail rather than using mailing labels; also, since we have our own database, is there any reason why we can't produce our own labels instead of ordering them from Headquarters.

**Next meeting.** The Executive Board will meet for its annual planning meeting on June 26. The planning meeting will follow the turnover meeting so that new committee chairs can attend. ■

Ella Hirst is Chapter Secretary. She is a reference librarian at the Business & Technology Center of the San Francisco Public Library.



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**CALENDAR****MAY**

**May 4: "The Public Interest in Copyright: Past, Present, and Future."** Clark Kerr Campus, UC Berkeley. 9:00 a.m.–5:00 p.m. \$50 in advance; \$65 at the door. \$15 UC faculty, students and staff. Lunch included. To register call UC Berkeley Extension, 510-642-4111. For information contact Kathleen Vanden Heuvel 510-643-9147 or Michael Levy 510-643-4025

**May 8–9: Using the Internet Part 5: Creating Home Pages for the World Wide Web.** UC Berkeley Extension in San Francisco, 9:30 a.m.–4:30 p.m. Cost: \$360. For information contact 510-642-4111

**May 9: San Francisco Bay Region Chapter SLA Dinner Meeting and Cruise on San Francisco Bay.** Featuring Larry & The Sweatsox. For information contact Mark Voge at 408-977-3533

**May 10: "Digital Libraries: Setting Your Sites."** San Andreas SLA Chapter's Professional Development Committee. Raychem Corporation in Menlo Park. 8:00 a.m.–12:30 p.m. \$30 for SLA members, \$35 non-members, \$20 for students, retirees or those "between jobs." For information contact Roberta Fagin at IAC at 415-358-4711

**May 14–16: 17th National Online Meeting & IOLS (Integrated Online Library Systems) '96.** New York, NY. For information contact Information Today Inc. at 609-654-6266, fax: 609-654-4309

**May 16: NOCALL Business Meeting.** For information contact Donna Purvis at 415-576-3066 or <http://lawlib.wuacc.edu/nocall/calendar.html>

**May 16: STN Northern California Regional User Update.** SRI International, Menlo Park, CA. 8:00 a.m.–3:30 p.m. Admission free but you must register at 800-848-6538 ext. 3549

**May 17: Internet Troubleshooting.** UC Berkeley Extension in San Francisco, 9:30 a.m.–4:30 p.m. Cost \$165. For information contact 510-642-4111. Repeated May 18 in Menlo Park

**May 17: Train the Trainers Workshop: Navigating the Net.** California State University at Hayward Extension. 8:30 a.m.–12:00 noon. Cost: \$50. For information contact Becky Thomas at nbctrain@metro.net

**May 17–19: Information Discovery on the Internet.** Center for Higher Education, San Ramon. Friday 7:00–10:00 p.m., Saturday 9:00 a.m.–5:30 p.m., Sunday 9:00 a.m.–4:30 p.m. Diablo Valley College Certificate Program in Library and Information. For information contact Mary Dolven, at fax 510-798-3588 or mdolven@viking.dvc.edu

**May 20–22: "The Digital Revolution: Assessing the Impact on Business, Education and Social Structures." American Society for Information Science. Mid-Year Meeting.** San Diego. For information see <http://pepper.lis.utk.edu/> under ASIS, or call 301-495-0900

**May 23: BayNet Annual Meeting at San Francisco Public Library.** 8:30 a.m.–11:30 a.m. Keynote speakers are Hal Varian, Dean of the UC Berkeley School of Information Management and Systems, and Stuart Sutton, Dean of the School of Library and Information Studies, San Jose State University. For information contact Deborah Hunt at 415-353-0485 or dhunt@exploratorium.edu

**May 28: San Francisco Bay Region Chapter SLA Tour of "The New Main" San Francisco Public Library.** 5:30 p.m.–8:00 p.m.

**May 28–July 5: Advanced Information.** Division of Library and Information Science, San Jose State University Continuing Education. For information call 408-924-2600 or see <http://conted.sjsu.edu>

**JUNE**

**June 8–13: "Information Revolution: Pathway to the 21st Century." Special Libraries Association. 87th Annual Conference. Boston, MA.** For information contact SLA Headquarters at 202-234-4700 or the SLA Boston 1996 Conference Home Page at <http://www.cybercom.net/~sla>

Continued on page 26

Calendar from page 25

**June 14: Train the Trainers Workshop: Getting Graphic on the Net.** California State University at Hayward Extension, 4700 Ygnacio Valley Road, Concord, CA. 8:30 a.m.-12:00 noon. Instructor: Roy Tennant. Cost: \$50. For information contact Becky Thomas at nbctrain@metro.net

## JULY

**July 4-10: American Library Association Annual Conference.** New York

**July 20-25: American Association of Law Libraries Annual Conference.** Indianapolis

## OCTOBER

**Oct. 13-16: Association of Records Managers and Administrators Annual Conference.** Denver.

**Oct. 21-24: American Society for Information Science. Annual Meeting.** Baltimore. For information contact ASIS at 301-495-0900

**Oct. 28-30: Online '96.** Washington, DC

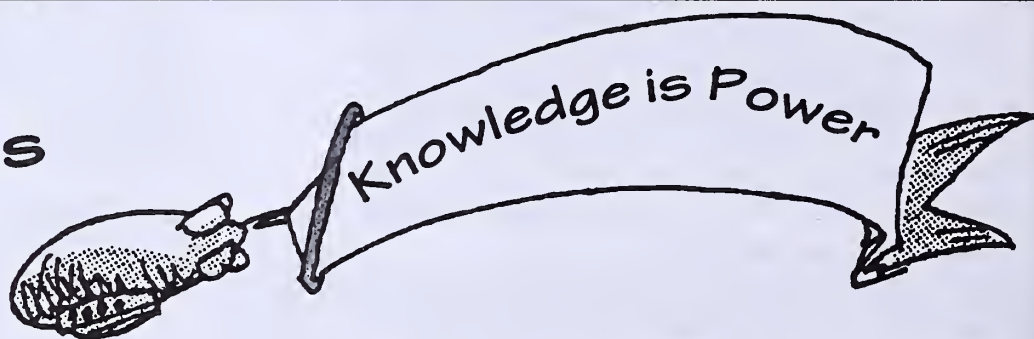
**Oct. 30-Nov. 2: The Once and Future Library: Technology in Transition.** SLA Southwest Regional Conference. Albuquerque, New Mexico. For information contact JoAn Segal at 303-440-9968, fax 303-541-1065, or jsegalvv@csn.net

## NOVEMBER

**Nov. 16-19: California Library Association Annual Conference.** Sacramento

*Send items for inclusion in the Calendar to Marie McKenzie, McKenzie Information Associates, 845 Highland Avenue, No. 3, San Mateo, CA, 94401-2246. Telephone: 415-342-5781, Fax: 415-342-3185, Email: mckenzie@netcom.com*

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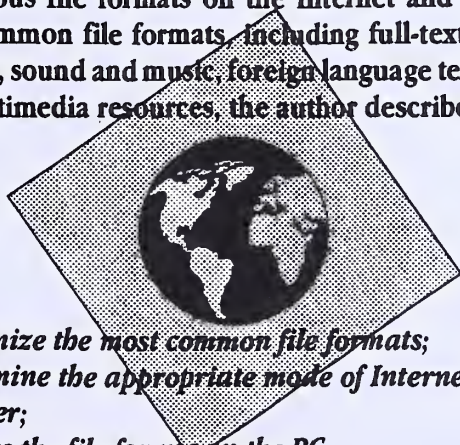
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